

new jersey Architecture

july/august/september 1984





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4,000 copies are distributed to every member of the N.J. Society of Architects, consulting engineers, people in related fields and others whose fields of interest include Architecture, such as leaders in business, commerce, industry, banking, education, religion and government at all levels.

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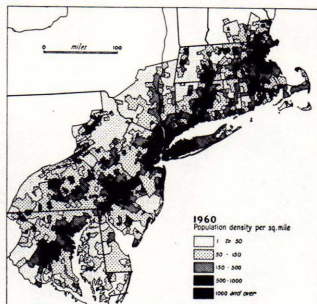
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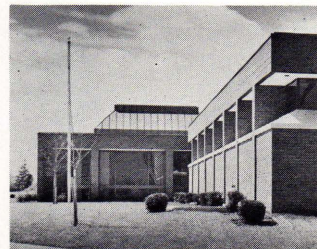
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Editorial

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Design by Robert D. Cerutti, AIA
Postcard photo of Jersey City
Rowhouses by Camilo
Vergaro (see pg. 9)

checklist

Paul DeMassi, AIA, and Martin Santini, AIA, co-chaired the Second Annual Beaux Arts Ball sponsored by the School of Architecture at NJIT to raise funds for the expansion of its computer and media centers. Hundreds of people, many in ethnic or period costumes "Celebrating the Ethnic Diversity of the American People" dined and danced at the restored railroad and ferry terminal at Liberty State Park on the Jersey City waterfront.

The Grad Partnership was ranked #44 on a prestigious list of "Giants" published in Corporate Design magazine. The coveted listing recognized those 100 architectural firms that have reached a high level of activity, especially in office and office building design. The firm celebrated by buying lottery tickets which were sent to 800 of their friends.

The architectural firm of Kelbaugh & Lee of Princeton, has received a Master Builder in Steel Award from the MASFA. Sang Lee, AIA, partner-in-charge accepted the award for Patscenter Princeton, an office and research laboratory for PA Technology. This award singles out architects who have demonstrated uncommon skill and aesthetic integrity in steel construction. The design was done in association with Richard Rogers and Partners, Ltd. of London.

Michael Greenberg, AIA, a member of the Editorial Board of ARCHITECTURE NEW JERSEY, has opened a practice as a Specifier and Materials Consultant serving the architectural community, as well as building owners and operators of facilities. His offices will be located at 3 Virginia St., Kendall Park, NJ 08824 and 345 Park Ave., NY 10022.

Martin Blumberg, AIA, Past President of the South Jersey Chapter of the N.J. Society of Architects, was honored along with Governor Kean, by the South Jersey Chapter of the National Conference of Christians and Jews. Blumberg is vice president of the Greater Atlantic City Chamber of Commerce and a director of the Beth Israel Reform Congregation.

The Hillier Group of Princeton is designing the Merritt Tower in Baltimore. The lighted spire rising from the shaft on top will be the highest point in that city.

Burton W. Berger, AIA, is managing and directing the office of Gruzen/Berger, the architectural and planning partnership which has established their Newark office at Gateway in Newark as an independent New Jersey office.

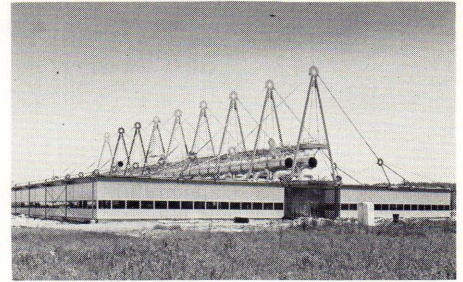
Thomas J. Sykes, AIA, is the Chairman of the Atlantic City Convention Center Authority. He is also the President of the South Jersey Chapter of the N.J. Society of Architects.



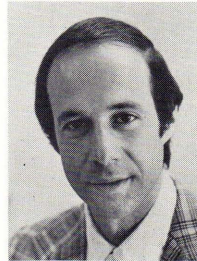
Paul J. DeMassi, A.I.A.



Martin Santini, A.I.A.



Patscenter Princeton



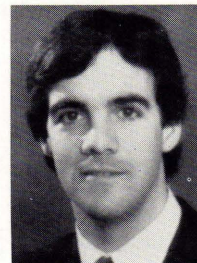
Michael Greenberg, A.I.A.



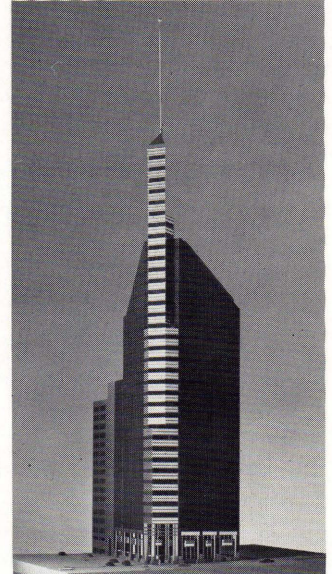
Martin F. Blumberg, A.I.A.



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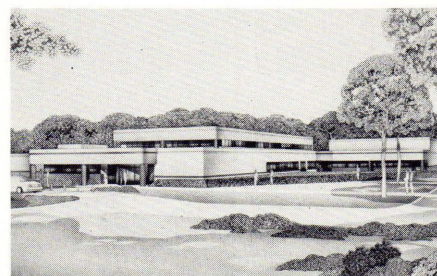
Thomas J. Sykes, A.I.A.



Merritt Tower



Thomas S. Fulmer, A.I.A.; William A. Wolfe, A.I.A.



Monmouth County Police Academy



Alexander Levitsky, Philip Kennedy-Grant, Constance Gill, David Rosen.

Groundbreaking ceremonies for The Monmouth County Police Academy, in Freehold Township was held recently. The facilities were designed by The Ryan Group of Red Bank.

Thomas S. Fulmer, AIA, and William A. Wolfe, AIA, formerly of Fulmer, Bowers and Wolfe, announced the formation of their partnership, Fulmer and Wolfe, Architects,

at 20 Nassau St., Princeton.

The office of Centanni and Buonanno has moved into larger quarters at Raritan Plaza #3, Raritan Center, Fieldcrest Ave., Edison, NJ.

Nadaskay-Kopelson of Morristown announced that Alexander Levitsky, Philip Kennedy-Grant, Constance Gill and David Rosen have been named Associates.

scholarship awards



James Schattschneider, Tylman R. Moon, AIA, NJSA President and Diane Bradshaw.

Twenty budding New Jersey architectural students were awarded educational grants totaling \$11,150 at the New Jersey Society of Architects 25th Annual Scholarship Awards Dinner in June at The Quay in Sea Bright.

Each of the scholarship recipients has maintained excellent grade averages while attending architectural schools throughout the United States and has demonstrated marked talent and potential for success in the architectural profession.

NJSA annually sponsors the scholarship awards program with donations from individuals and organizations that are committed to aiding promising design students. Since its inception in 1959, the program has distributed more than \$161,000.

A \$1,000 scholarship was awarded by NJSA in memory of the late Adolph R. Scrimenti to commemorate his dedication to the profession of architecture. It was awarded to Alison L. Baxter of Rocky Hill (School of Architecture at NJIT). NJSA also donated the Ray Knopf Memorial Scholarship to Diane C. Bradshaw of Dumont (State University of New York), and the Past Presidents' Scholarship to James Schattschneider of Mahwah (Washington University).

Newark Suburban Chapter, NJSA, donated two scholarships: J. Parker Edwards Memorial Scholarship awarded to Hope Zimmerman; and another to Faith Zimmerman, both of Morristown (School of Architecture at NJIT).

The Jos. L. Muscarelle Foundation donated two scholarships, one going to Randall G. Morton of Lambertville (Columbia University), and another to Robin K. Schnitzler of Kendall Park (Washington University).

Brown's Letters donated two scholarships. The first, donated personally by Joseph J. Keiling, Chairman of the Board, was awarded to Whitney F. Sander of Stockton (Yale). The second, donated by Richard A. Keiling, President, was awarded to Suzanne F. Cregan of Franklin Lakes (Carnegie-Mellon).

Architects' Wives donated two scholarships, one to Janis M. Blayne of East Wind-



Leo Mahony, AIA, Scholarship Foundation, John Carton, Richard Sullivan, Robin Schnitzler and Samuel Abate, AIA, Scholarship Foundation.



Laraine Gaunt, Architects Wives Scholarship, Joseph Keiling, Chairman of the Board, and Richard Prischman, Brown's Letters; Romeo Aybar, FAIA.



Norman Ruhle of Whittier Ruhle, Timothy Howarth, Stephen Mileham, Joseph O'Keefe of R.S. Knapp Co.

sor (Pennsylvania State), and the other to Joan E. Craig of Princeton (Princeton). A scholarship was donated by Romeo Aybar, FAIA, in the amount of \$500 to Harold R. Raymond of E. Orange (School of Architecture at NJIT). The Frank Grad Memorial Scholarship was awarded to John M. Kerekes of Somerset (School of Architecture at NJIT); Harry Ruhle Memorial Scholarship went to Timothy H. Howarth of Ringoes (School of Architecture at NJIT).

Also, John Trich Memorial Scholarship to John D. Carton of Morris Plains; Charles Porter Memorial Scholarship to Pablo A. De-



Gerard Schaefer, AIA, President, Newark Suburban Chapter; Faith and Hope Zimmerman, Herman Litwack, AIA, Newark Suburban Chapter.



Harry B. Mahler, FAIA, The Grad Partnership, John Kerekes.



Lee Heckendorn, AIA, President, West Jersey Society; Dennis Leach; William Lammey, AIA, Scholarship Foundation.

Jesus of Jersey City (School of Architecture at NJIT). West Jersey Society Memorial Scholarship donated by the West Jersey Society of Architects to commemorate deceased past members of their Society was awarded to Dennis M. Leach of Pennsauken (Notre Dame); R.S. Knapp Company Scholarship went to Stephen R. Mileham of Ridgefield (University of Oregon); Hudson Blueprint Company Scholarship to Richard M. Sullivan (NYIT), and NJ State Concrete Products Assn. Scholarship to Kevin J. Tyrrell of Kearsburg (University of Southern California).

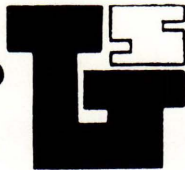
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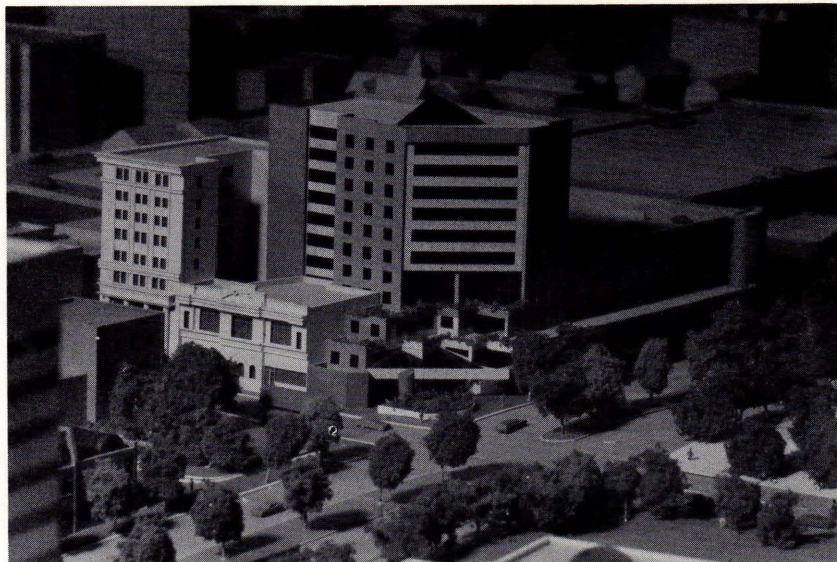
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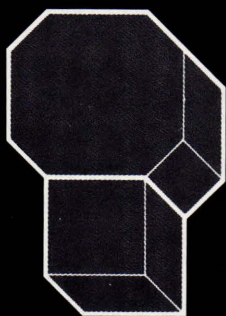
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Greetings from our Cities

Our cities, once a source of enormous civic pride, are now too often an embarrassment. This is not peculiar to New Jersey, nor to the United States. Through choice, accelerated by the automobile and advanced communications, we have rapidly migrated from our historic cities, leaving them in decay and with no support systems. While some see this exodus as progress, the abandonment of so much of our past is surely unwise.

The Garden State is also one of the most urbanized of states. New Jersey has some of our nation's first cities. They have grown from pre-colonial settlements to bustling metropolises and have been declining for some time now. While no phoenix has risen from the ashes, there is news trickling in that their rebirth is underway. At best, we have only scratched the surface. The eighties will prove a decisive decade in their lifetime.

This issue of *Architecture New Jersey* examines the problems of, and prospects for, our cities. We begin with an overview of the problem, and then show some recent work by our architects and urban designers. A group of distinguished individuals share their thoughts on the future of our cities. Jules Gregory, FAIA discusses the state of the art in urban design. We then interview the owner of a renovated housing project. There is a technical discussion on brick restoration, and a review of some recent books on urban affairs rounds out this feature.

We hope you find the many points of view stimulating, and that they shed some light on the difficult task ahead of us.



Overview

Our Urban Heritage

Cities are our most precious cultural resource. Their history is written in every stone. They are abstract man-made universes in themselves. They are undeniably the greatest, most consistent undertaking of man. To lose them would be to lose our heritage as human beings.

Cities are deliberate creations of man. They are triumphs of engineering and the embodiment of our dreams. They are the greatest expressions of man's brains and brawn. Like it or not, they are made to our specifications. "We shape our buildings; thereafter they shape us," noted Sir Winston.

Cities are a testament to man's existence. They are the reference points on our maps. They have a tremendous ripple effect on everything around them. They are the distant goal to the weary traveler.

"When a man rides a long time through wild regions he feels the desire for a city. Finally he comes to Isidora, a city where the buildings have spiral staircases encrusted with spiral seashells, where perfect telescopes and violins are made, where the foreigner hesitating between two women always encounters a third, where cockfights degenerate into bloody brawls among the bettors. He was thinking of all these things when he desired a city. Isidora, therefore, is the city of his dreams: with one difference. The dreamed-of city contained him as a young man; he arrives at Isidora in his old age. In the square there is the wall where the old men sit and watch the young go by; he is seated in a row with them. Desires are already memories."

"Invisible Cities", Italo Calvino

Cities are organic, but they are not part of nature. We build them as a contrast to nature. Like an organism, however, cities can grow and constantly renew themselves in a slow, incremental, yet assured process. The infrastructure can appear almost overnight, as Chandigarh and Brasilia have shown us, but cities soon after take on a life of their own. The life blood of a city is indeed magical.

There was a time in history when the most severe punishment you could inflict on someone was banishment from their city, as Romeo found out for his murder of Tybalt. Citizenship, and the right to live and be buried within the city walls, was a privilege.

In his epic, "The Story of Civilization", Will Durant summed up some of the qualities of cities:

"Culture suggests agriculture, but civilization suggests the city. In one aspect civilization is the habit of

civility; and civility is the refinement which townsmen, who made the word, thought possible only in the civitas or city. For in the city are gathered, rightly or wrongly, the wealth and brains produced in the countryside; in the city invention and industry multiply comforts, luxuries and leisure, in the city traders meet, and barter goods and ideas; in that cross-fertilization of minds at the crossroads of trade intelligence is sharpened and stimulated to creative power. In the city some men are set aside from the making of material things, and produce science and philosophy, literature and art. Civilization begins in the peasant's hut, but it comes to flower only in the towns."

Cities, like music, are universal cultural phenomena. One finds them on all continents, at all levels of civilization, in all formal and geomorphic configurations and in every epoch. Cities are not new. Many go back to the beginnings of civilization; Jerusalem in 1500 BC, Athens in 1200 BC, Rome in 750 BC, and Peking in 200 BC.

Urban problems are not new, nor are their solutions. There was frightful overcrowding in second-century Rome. Sewage and water supply problems were universal. There were traffic jams in medieval streets, with animals, carts, and people competing for the narrow, twisting lanes between overhanging buildings. Urban planning is not new either, as the legacy of the Greeks and Romans have shown us. In 16th century Rome, Pope Sixtus V mandated uniform street facades. He created a master plan for bringing together isolated sectors that conflicted with each other. Public squares were called out from a distance by obelisks, and steps and streets wove together the hilly topography of Rome. He brought water supplies to higher parts of the city by a series of aqueducts. His fountains had distinct compartments for potable water, laundry, and animals. He began a public works program to address unemployment. He had plans to convert the Coliseum into a wool spinning establishment. Sixtus V recognized the importance of older buildings in weaving a coherent urban fabric.

The Enlightenment cities of the 18th century showed us that the city can aspire to the level of an art form. In modern times, our cities grew rapidly during the Industrial Age, as jobs became plentiful and the lure of the city signalled waves of agrarian migrations. With increased production during the Industrial Age, it seemed possible that everyone could enjoy a decent standard of living. The reform movements of the 19th century attempted, and to a large degree succeeded, in making cities more livable. This is the era of labor laws, fire departments, health and building codes, zoning ordinances, parks, and clean government acts.

In the early part of this century, our cities were as healthy overall as they have ever

been. It was the tragedies of the 1930's Depression that began the downward spiral which we are only just beginning to reverse.

New Jersey's Cities

New Jersey has long occupied a unique geographic position, which certainly affected its land development. "It is like a keg tapped at both ends", noted Benjamin Franklin of the state's position between New York and Philadelphia, two very significant American cities. Our role as a corridor state was established early.

Most of New Jersey's cities came of age during the industrial era of the mid 19th century. Their perspective is considerably shorter than most of the world's cities, but they do speak to us of the development of our country. New Brunswick, Perth Amboy, Trenton, Elizabeth, Burlington, and Newark were all established by the time the War of Independence broke out. Most were small trading settlements prior to the Industrial Age. They grew almost overnight, as manufacturing located near rivers and the known trading routes. People came off the farms and off the boats to fuel the vast industrial growth. Newark's population grew from 17,000 in 1840 to 72,000 in 1860.

New Jersey's cities became links in an urban chain that stretched from Washington to Boston. This is clearly shown in fig. 1 from Jean Gottmann's "Megalopolis" of 1961, a landmark work on the subject of regional urbanization.

As with other American cities, the Depression of the 1930's slowed most growth, and for the first time the status of the city waned. As the city began to decline, the lure of the suburbs grew. Green grass, lower taxes, and community control offered a better life for most, even if the breadwinners had to travel many hours to their place of employment. Suburban migration was encouraged even before World War II by two significant pieces of legislation. The first was the Federal Housing Act of 1937, which offered low interest mortgage loans with a slant towards single family detached houses. FHA mortgages were used extensively by the returning GI's and fueled the suburban growth. The Interstate Highway

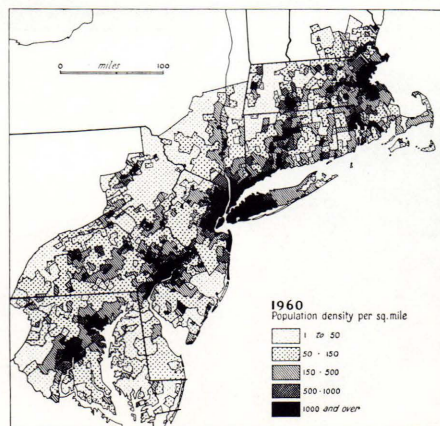


Fig. 1

Act of 1956 opened up previously inaccessible areas and significantly shortened commuting time from bedroom towns to downtown areas. Suburbs now experienced their own commercial growth as well as residential expansion.

Suburban migration accelerated at a phenomenal pace in the late 1940's and 1950's, coinciding with a baby boom. It, of course, did not stop in the sixties or seventies and continues today. The shift in population to the suburbs is clearly shown in fig. 2 from "Megalopolis".

Another factor came into play: The ushering-in of the computer and information age brought with it significant change. The traditional manufacturing economy of the Northeast began to shift towards a service oriented economy. Foreign competition to manufactured goods began to challenge the American supremacy in these areas. A new age was upon us and these new, cleaner, "smart" businesses began to flourish. Advanced communications allowed business to relocate and still be in direct touch with their markets. With the cities in decline and the more educated labor supply already in the suburbs, many of these businesses followed suit. Soon the shopping malls began to sprout. Broad and Market Streets in Newark was no longer the major shopping center for Essex County; Willowbrook and Livingston malls were easier to get to and there was plenty of parking. There was a tremendous increase in the use of the private automobile between 1930 and 1960. Highways, like Interstates 280 and 287, that

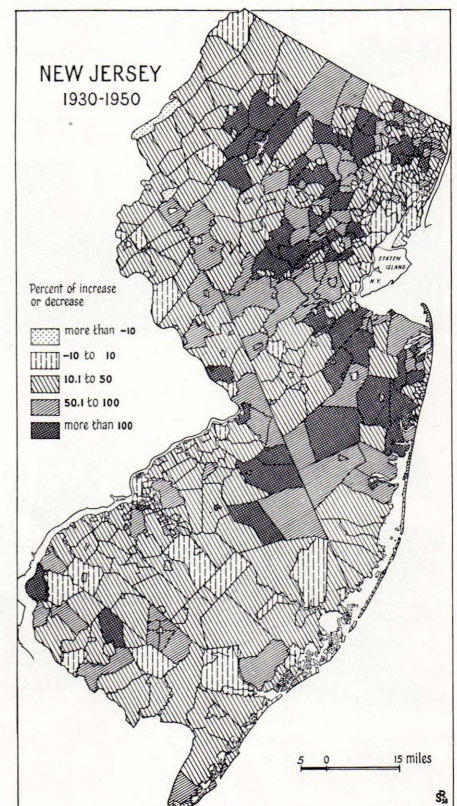


Fig. 2

had been "on the books" for years were suddenly built, making travel in the suburbs "easier." Excessive automobile use strangled the city and mass transit declined.

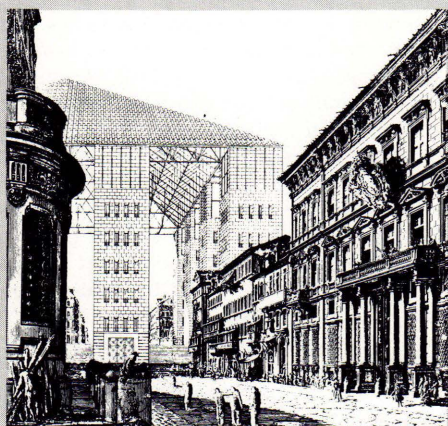
By the 1960's, the city had indeed reached a sorry state. Recently, a campaign aide in this year's presidential election referred to the Northeast as the "Rust Belt". The social upheavals of the late 60's, both nationwide and in our own state, drew national attention to the condition of our cities. New programs were developed to address the cities' problems; some were more of a bandaid reaction than actual solutions. Before discussing this further, let's first look at why we would want to save our cities.

Why Cities?

With all the problems that cities seem to have, we must ask ourselves if they are not really an extinct breed. Have they evolved into something useless to our modern society? It seems a pity that at a time when we are best able to address and solve urban problems, we seem to lose sight of the city. Imagine how wonderful our cities would be if we approached their design with the same relentless vigor that we approach weapons or computers. The historical significance of cities is their ability to adapt to changing times. As economic, political, and technological forces evolve, so must cities.

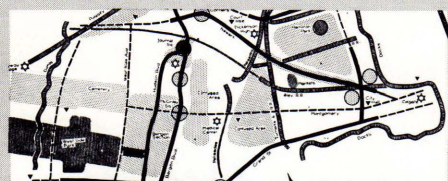
Urbanism, the life style and culture of city dwellers, is at the heart of this question. Urbanism is that spirit that occurs in denser human settlements, whether metropolis or village. The key to urbanism is density — the pleasure of living close together. In cities, one finds a simultaneity of many different events, emotions, and ideas layered in perception. The magic of impromptu human interactions is much more likely to occur in dense settlements than in sprawl developments. All of our cultural institutions began in the city.

Clustering preserves the natural landscape. The city was always a clear abstract creation of man and the countryside maintained its purity and its distinct culture.



a return to the forms of the preindustrial city.

Leon Krier



mapping the urban experience

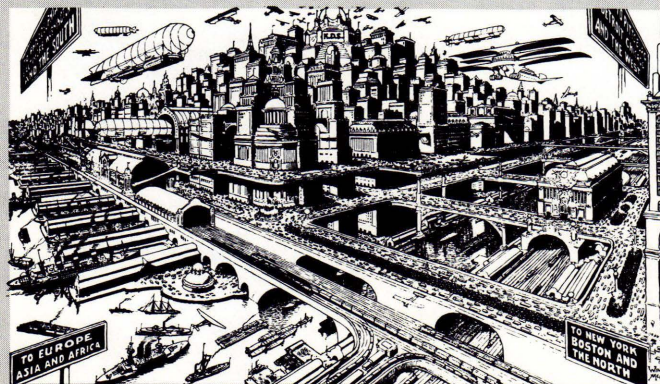
Kevin Lynch
"Jersey City"



that messy vitality of the ordinary

Robert Venturi

the sheer optimism of the folly is inspiring



Artists rendering of 1928 for Newark of the future

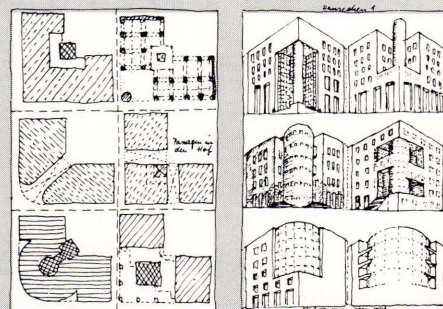
The Model as Referential Tool

The practice of architecture has always had a close relationship with theory, and urban design is certainly no different. The importance of a model, a conceptual goal, cannot be overstressed. Often it takes the form of a visionary project, which then incites built offspring. We find ourselves continuously referring to the model, in its pure state, for inspiration.

Our own century has shown us Broadacres, Arcosanti, and plug-in walking cities. Perhaps the model with the greatest impact on cities was Corb's Plan Voisin, the tower in the park. This model, and all of its bastard stepchildren, became standard procedure for decades, until Oscar Newman's challenging studies of low-rise high-density residential prototypes.

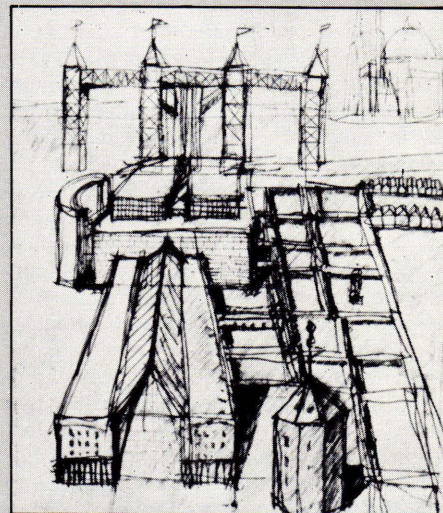
Here is a sprinkling of some recent urban models. Models represent basic underlying concepts and thus exert a recurring influence on our discourses.

Author's comments appear in italics.



Typology generates an urban vocabulary

Rob Krier

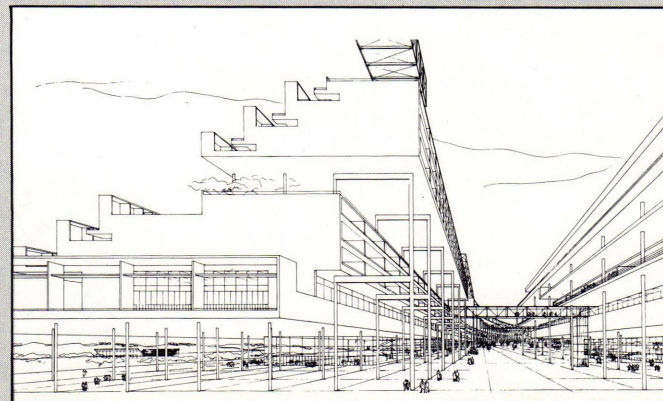


The city as a repository of memory

Aldo Rossi

In the tradition of Algiers, order is given to the inevitable strip city.

New Jersey Corridor study Graves/Eisenman 1964





"Staying Behind"

Camden, N.J. 1982

"Ruins and Revivals — The Architecture of Urban Devastation"

The ghetto is a major part of the American urban landscape. To most, it is another country; to many it is the only one they know. The ghetto speaks to us of a past dignity, a despair about the present, and often, a surprising hope for the future. It can say all this in one image.

The images shown here are by Camilo Vergaro, a sociologist and photographer. Vergaro has studied the ghetto just as he studied the fanciful, yet resourceful changes to working class houses by their owners in "Transformed Houses", his highly successful show of 1981. "Ruins and Revivals" is not all that optimistic. In Vergaro's words, "Even in the worst slums, I found a significant number of people trying desperately to improve their surroundings, often only to see their efforts fail. I followed, for example, the progress of a badly maintained six-family dwelling in the Central Ward of Newark as it was painted and



Jersey City Rowhouses

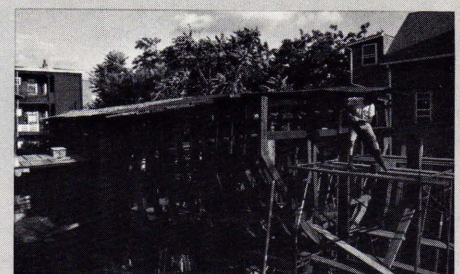
"Transformed Houses"

repaired, and then completely destroyed by arson a few months later."

"I encountered Calvin Earle, a black homeowner in Camden for forty-seven years, who at age seventy-six is proud of his dwelling; neat, orderly and full of mementos, yet, the last inhabited row house in an entire block. He has seen almost the entire city become devastated. His now desolated neighborhood had been 'the best neighborhood around'. There used to be plenty of stores; 'we had everything', he said. Now to buy bread and milk Mr. Earle travels fifteen blocks."

"Because the buildings of the slums often tell stories of lost hopes and deteriorating lives, it is easy for outsiders to see the local residents and their environment as part of one doomed package and place it in the special limbo reserved for failures in America."

Anyone thinking the mission of



"Everyone who comes to see the boat asks me if I am building an ark." — Kea.

rebuilding cities is well underway ought to trace Vergaro's footsteps for even a day. The challenge lies before us.

"Abandonment is so characteristic of Newark's Central Ward that in one neighborhood the City keeps an entire block covered with mounds of dirt to fill in the basements of demolished buildings. It is here that Kea, a church caretaker, is building a huge wooden boat. For nine years he has been gathering the necessary oak beams, metal parts, tanks, and motors from abandoned buildings and vehicles. The boat now includes (debris from) more than fifty structures; debris has found meaning, form, and function in this curious vessel. ...A focal point in the area, Kea's boat is becoming a hopeful image of ultimate revival."

P.S. "Ruins and Revivals" will be on display this Fall at Columbia University.

Park Avenue, South Bronx

February 1979



December 1981



March 1982



Cities were reference points in the landscape and the countryside was a refreshing place to go. With sprawl development, an entire region tells us the same monotonous story. There is little variety and little sense of going from one town to another. You can travel twenty or more miles in New Jersey without realizing you've passed through many towns. Communities lose their sense of identity as one runs into the next.

There is an economy of scale to dense cluster developments. Costs of infrastructure, such as utilities, communications, transit, and protection are spread out over a greater number of users. Clustered places can justify their own support systems, which are reached within walking distance. Main Street is almost all right.

Cities are rich with examples of past eras

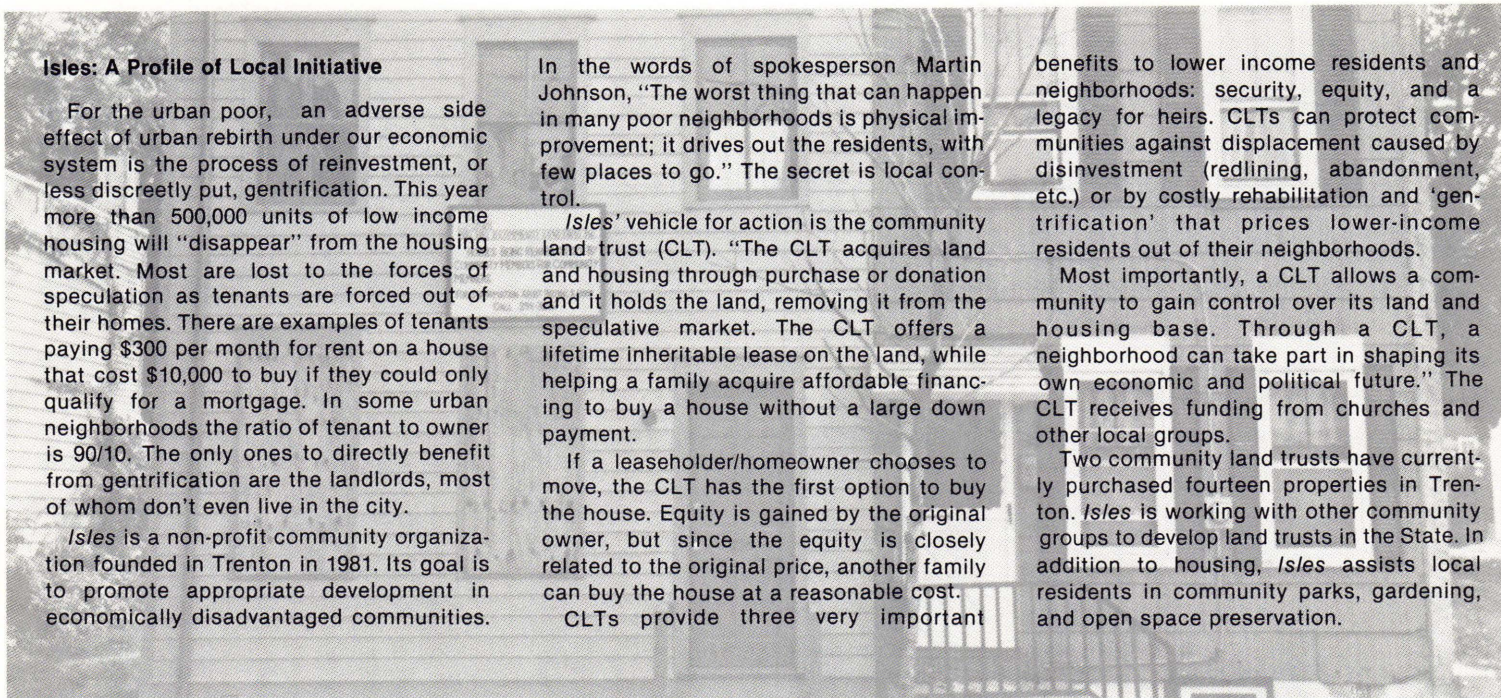
of architecture, from colonial times through the early industrial styles that today must inspire Aldo Rossi and Leon Krier. Early modern architecture, now a part of history, is well represented in cities.

Research and Policy

Much of the research comparing dense and sprawl development came to a head in the 1975 publication, "The Costs of Sprawl", by the U.S. Department of Housing & Urban Development. In her much loved book, "The Life & Death of the Great American Cities", Jane Jacobs made a fine case for the stabilizing effect of traditional urban neighborhoods. This was subsequently reinforced by Oscar Newman in his study "Defensible Space" which proposed low rise high density housing as an alter-

native to the "towers in the park". Christopher Alexander explored the issue of public and private spaces in his book "Community and Privacy".

In addition to these individual efforts, a structured study of urban problems has developed. Solutions to urban problems are hampered by a multiplicity of governing agencies. Urban problems do not stop at municipal or state lines. The study of urban problems is multi-disciplinary, involving experts from varied backgrounds. The making of urban policy is a difficult art. The Center for Urban Policy Research, at Rutgers, has been monitoring the urban pulse since 1968. The Center, founded by George Sternlieb (See page 15), studies the urban dilemma with a staff of economists, sociologists, and urban plan-



Isles: A Profile of Local Initiative

For the urban poor, an adverse side effect of urban rebirth under our economic system is the process of reinvestment, or less discreetly put, gentrification. This year more than 500,000 units of low income housing will "disappear" from the housing market. Most are lost to the forces of speculation as tenants are forced out of their homes. There are examples of tenants paying \$300 per month for rent on a house that cost \$10,000 to buy if they could only qualify for a mortgage. In some urban neighborhoods the ratio of tenant to owner is 90/10. The only ones to directly benefit from gentrification are the landlords, most of whom don't even live in the city.

Isles is a non-profit community organization founded in Trenton in 1981. Its goal is to promote appropriate development in economically disadvantaged communities.

In the words of spokesperson Martin Johnson, "The worst thing that can happen in many poor neighborhoods is physical improvement; it drives out the residents, with few places to go." The secret is local control.

Isles' vehicle for action is the community land trust (CLT). "The CLT acquires land and housing through purchase or donation and it holds the land, removing it from the speculative market. The CLT offers a lifetime inheritable lease on the land, while helping a family acquire affordable financing to buy a house without a large down payment.

If a leaseholder/homeowner chooses to move, the CLT has the first option to buy the house. Equity is gained by the original owner, but since the equity is closely related to the original price, another family can buy the house at a reasonable cost.

CLTs provide three very important

benefits to lower income residents and neighborhoods: security, equity, and a legacy for heirs. CLTs can protect communities against displacement caused by disinvestment (redlining, abandonment, etc.) or by costly rehabilitation and 'gentrification' that prices lower-income residents out of their neighborhoods.

Most importantly, a CLT allows a community to gain control over its land and housing base. Through a CLT, a neighborhood can take part in shaping its own economic and political future." The CLT receives funding from churches and other local groups.

Two community land trusts have currently purchased fourteen properties in Trenton. *Isles* is working with other community groups to develop land trusts in the State. In addition to housing, *Isles* assists local residents in community parks, gardening, and open space preservation.

ners, and develops comprehensive urban policy. There are other similar groups such as the Middlesex-Somerset-Mercer Regional Study Council, located in Princeton. New Jersey has two accredited schools of architecture and urban design (Princeton and NJIT) and two schools of urban planning (Rutgers and Princeton).

Obviously, politics plays a great role in policy making. Certain programs, like Model Cities or Section 8 funding, were started under one administration and dried up under another. There are often conflicting values at the federal, state, and local levels. Some feel cities should not be given any assistance; they should stand on their own efforts. Urban policy is also perceived through ideology. A Marxist would argue that capitalism doesn't pick up its garbage. Land is just another commodity, like labor and natural resources, to be used for profit and discarded when no longer useful. If capitalism had to clean up after its picnic our environment as a whole would benefit.

Urban Design

Urban design is not concerned with property line statements. It doesn't recognize hermetically sealed environments as solutions to rebuilding cities; many paranoid fortresses do not add up to a city. Urban design is not just placing a building on a city street. To build in the city is a privilege for any architect.

Urban design speaks of democracy. It is nurtured by the participation of all citizens. The Regional Urban Design Assistance Teams (R/UDAT) of the American Institute of Architects has been sending teams of experts around the country since 1967 to assist communities in developing urban design guidelines. To date, there have been over 80 R/UDAT's, which include Long Branch, Atlantic City, Trenton, and Liberty

Park. This interface of interdisciplinary teams of experts and local citizen groups has proven highly successful in identifying a community's goals and the methods of their implementation.

New Vehicles

Recently, new economic and legal vehicles for urban rebirth have been developed. The Urban Development Action Grant (UDAG) and the Community Development Block Grant (CDBG) programs of the Federal Government are instrumental in assembling and improving urban sites. The Economic Development Authority (EDA), at both federal and state levels, provide low-interest construction loans through the sale of industrial revenue bonds. The Fox-Lance Bill is designed to minimize property tax in the difficult first years of a business. Enterprise Zones are depressed areas designated to receive aid and tax abatements in exchange for private investment. The Economic Recovery Tax Act of 1981 gives significant tax breaks for the rehabilitation of older buildings.

Some municipalities have begun to consider the privatization of services in an attempt to create a more efficient government entity. Public-private partnerships have helped to minimize red tape in the urban renewal process. The most noted public-private partnership in the State is New Brunswick Tomorrow and its development arm, the New Brunswick Development Corporation. NBT and DEVCO, with the aid of the Johnson & Johnson Company, are responsible for much of the rebuilding of downtown New Brunswick. Discussions of revolving infrastructure-rebuilding banks are taking place in our legislative houses. The legal concept of transfer-of-development-rights (TDR) has helped save historic buildings and districts, while allowing

development forces to materialize.

Summary

Hardly a day goes by that there isn't news of new projects in our cities, and this is certainly encouraging. There are plans to develop the Weehawken waterfront by Arthur Imperatore. Newark has plans to create a "university city" linking its four colleges. New Brunswick has undergone tremendous rebuilding of its central business district in the last five years and it continues to this day. The resourceful and attractive rehabilitation of row houses in Hoboken and Jersey City has received considerable attention. Jersey City recently received a \$40 million UDAG for site improvements for a new commercial and residential development. These are only a few of the many urban renewal projects currently underway in New Jersey. It is the hope of most city fathers that the energy of the new "glamour" projects will trickle down and revitalize the balance of their communities.

A good deal of the media attention concerns downtown commercial "implants", but most people are not as aware of the quieter, less heroic, grass roots effort of rebuilding cities inch by inch. This is how the greatest cities came into being, and this is how they will be reborn.

Urban decline and rebirth is not strictly a concern of the design professions; the blame and credit can be laid at many doorsteps. When our society decides to go the difficult and courageous route of rebuilding its cities, there are tremendous opportunities for the design professions. There is all the necessary talent; it only needs to be tapped.

Robert Dennis Cerutti, AIA

Urban Design Portfolio

Renovations to the Newark Museum

Michael Graves, Architect (Fig. 1, 2, 3)

A major renovation of the Newark Museum will expand the Museum's role as a place of education and visual instruction. One of the major goals has been to improve circulation within the disparate buildings so that the visitor can comprehend and become oriented to all the offerings available in the Museum.

The main Newark Museum complex consists of approximately 175,000 square feet in four interconnected buildings. In the center, the "Main Museum" has three gallery floors surrounding a skylit court. To the south, a 5-story building at 53 Washington Street, built as a YMCA, was recently donated to the Museum by the City; this will be renovated to house the Education Department and administration. To the north, the Victorian era Ballantine House will exhibit the Decorative Arts Collection in period rooms. The 4 story Addition Building will accommodate major exhibition galleries. A 3-story, skylit atrium or Sculpture Court will be developed at the hinge between the Addition Building, the Main Museum, and the Ballantine House.

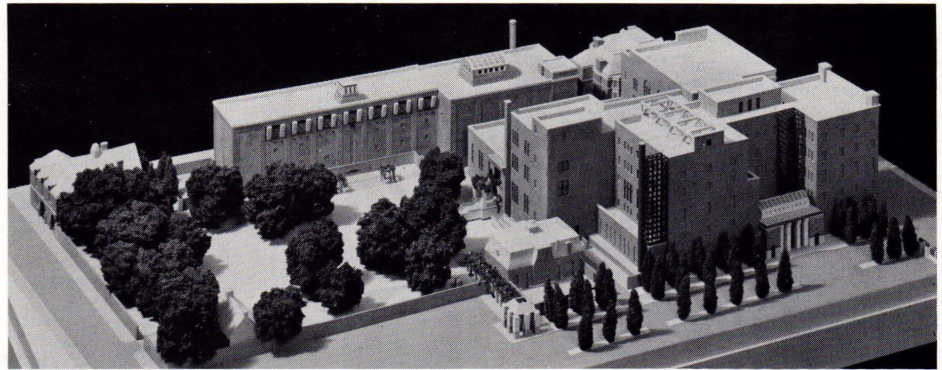


Fig. 1 Model view from Southwest

Fig. 2 First Floor Plan

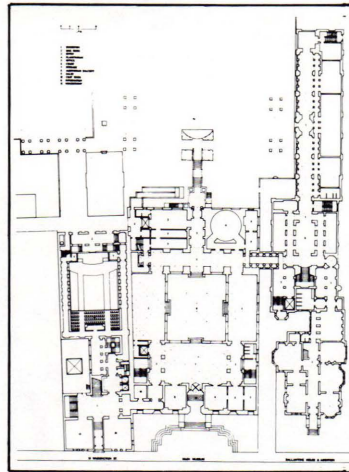
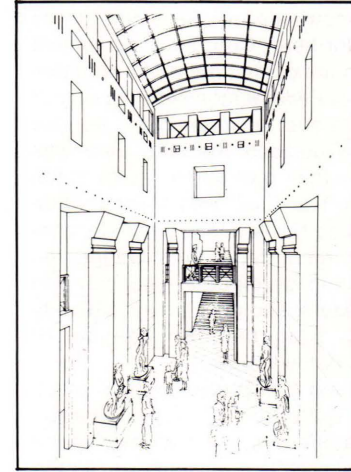


Fig. 3 Sculpture Court



North Plainfield Avenue Historic District; Plainfield

Clarke & Caton, Architects (Fig. 4, 5)

Plainfield's North Avenue Historic District is located in a seven block area surrounding the Railroad Station and contains 38 historic structures which were built primarily during the period from 1850 to 1890. North Avenue was constructed in 1840 to provide access to the then new Railroad Station and the street's alignment was dictated by the track right-of-way. A wide street bed was provided in front of the Station to accommodate the numerous wagons, carts and buggies which met 88 trains that stopped daily by 1901.

The buildings which face onto North Avenue between Watchung and Park Avenues comprise one of the finest existing collections of 19th Century urban Victorian architecture in New Jersey. Unlike most buildings from this period in other cities, the original exterior facades of these structures are still largely intact.

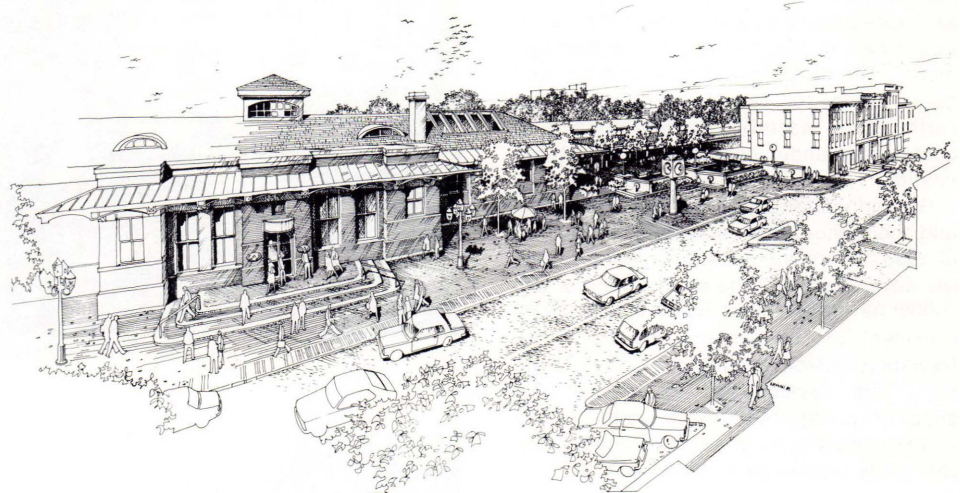


Fig. 4 View of Station Square



Fig. 5: Victorian buildings opposite railroad station

Newark Legal and Communications Center
The Grad Partnership (Fig. 6, 7)

The Riverfront site, a 12.5-acre triangular parcel, is framed by Raymond Boulevard, McCarter Highway (Route 21), and the bank of the Passaic River, across the street from Newark's Penn Station and the thriving Gateway complex. Identified over ten years ago by the U.S. Department of Housing and Urban Development as an urban renewal area, the site has since been administered by the Newark Housing and Redevelopment Authority, whose role is to acquire property and assemble sites to be conveyed to prospective developers in accordance with the city's redevelopment plans.

No one seriously focused in on the site, however, until 1981 when the Federal Government awarded a \$20 million contract for the reconstruction of Penn Station as part of the Northeast Corridor Improvement Project. With the commitment of a substantial amount of Federal money to the City of Newark, a group of prominent Newark businessmen decided that the time was right to make their own commitment to the city's rebirth. The result was the formation of Renaissance Newark Inc., a private, non-profit corporation that works behind the scenes to bring developers, financial and business leaders, and government officials together to spur the revitalization of Newark's downtown area.

The proposed first phase of the project, an office building of approximately 385,000-square-feet, will be marketed as the Newark Legal and Communications Center: "an office building with a parking garage and pedestrian walkway to Penn Station — and a new concept in law office management." The building will be linked by fiber optic cable to The Teleport, the Port Authority's satellite communications center now under construction on Staten Island.

Groundbreaking is projected for late 1984 and occupancy is now scheduled for the fall of 1986. "Once we make this breakthrough, the development of the rest of the site will follow naturally," says Edward J. Lenihan, President of Renaissance Newark. "The Newark Riverfront is a major gateway to the city. This development will be of the superior quality that this site, with its key location, merits. It will serve as a model for the future development of Newark."

Capitol View Office Building, Trenton
Clarke & Caton, Architects (Fig. 8)

This three story, 45,900 square foot structure is located in the center of the nationally-recognized State House Historic District. The State House and its executive offices are just a few steps across State Street. While the exterior of the building has been designed to complement the surrounding Victorian structures, the interior provides the functional convenience of modern office space.

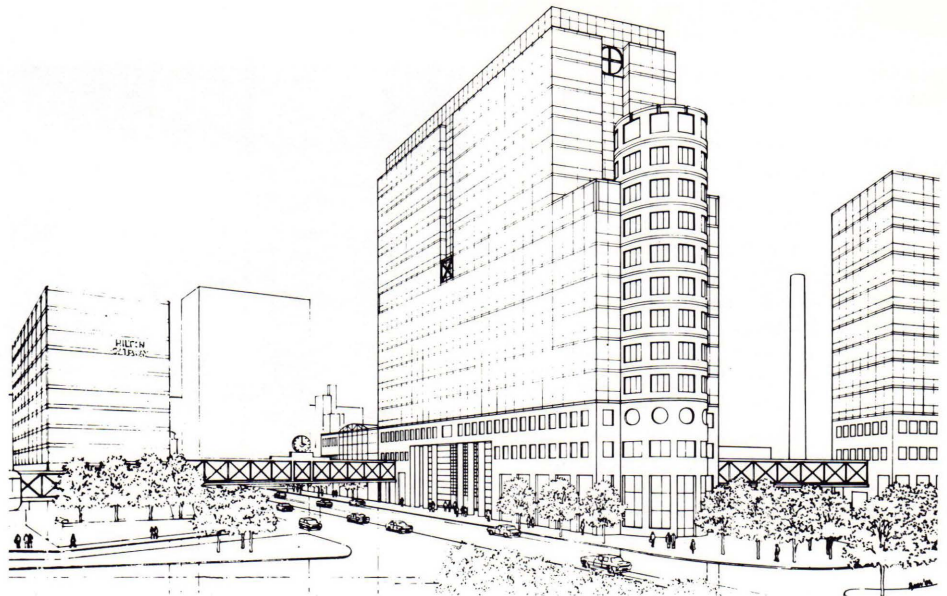


Fig. 6

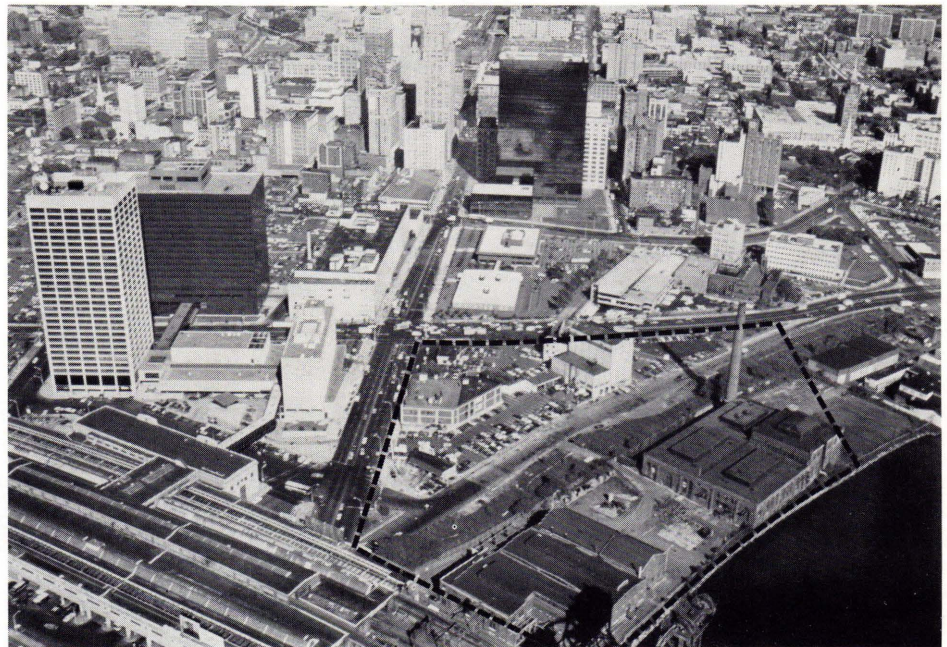


Fig. 7 The site is shown dotted at lower right; Penn Station is at lower left.



Fig. 8

Center City Complex, Hackensack
Barrett Allen Ginsberg, AIA (Fig. 9)

The site marks the southern boundary of downtown Hackensack, and is the terminus of a historic, landscaped corridor connecting the business district with the Hackensack River. In this context of county government, municipal history, and commerce, the project provides 300,000 square feet of office space and parking for 1060 cars.

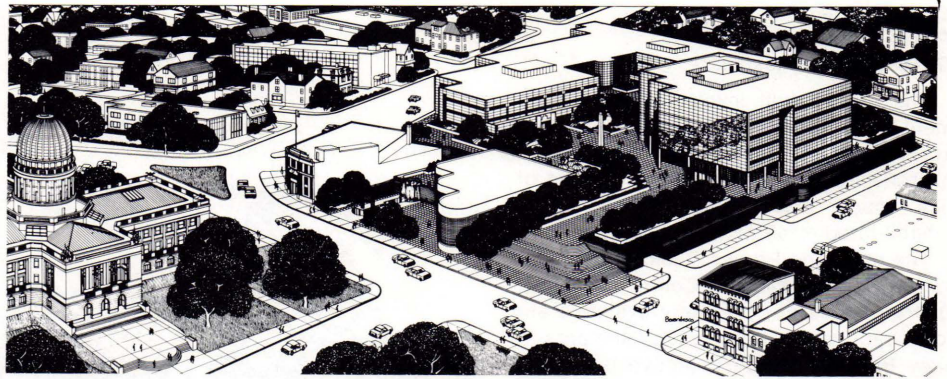


Fig. 9

Gateway III: Newark

The Grad Partnership (Fig. 10)

Gateway III is an 18 story, 508,000 SF glass and steel office building designed as part of a mixed urban use complex in downtown Newark.

The upper 14 stories are set at a 45° angle to the four story base, and the entire structure is sheathed in an energy saving skin of grey reflective glass with vertical butt joint glazing. Only the horizontal mullions are visible. Adjoining the building is a two-story, arched glass entryway. Pedestrians will use escalators to reach the building's main lobby on the second floor. This upper level connects through the Gateway complex to the Hilton Gateway Hotel and Pennsylvania Station by continuous above-the-street passageways and arcades. Gateway III is also linked to a six-level parking garage for 621 cars.

Fig. 10



Merritt Tower; Baltimore, Md.

The Hillier Group, PA (Fig. 11)

"The Merritt Tower was designed to be clearly identifiable on the Baltimore skyline," says John Pearce, Hillier's Principal-in-Charge of the project. The lighted spire rising from the shaft on top of the 29-story building will be the highest point in Baltimore when the building is completed in late 1985. The truncated pyramid which encloses the penthouse was inspired by the national Aquarium and relates the emerging financial district to the Inner Harbor.



Fig. 11

St. Benedicts Urban Renewal-4; Newark

Gregory R. Arner, AIA (Fig. 12)

The Abbey and School, based on a careful evaluation of their programs and the spatial limitations of the existing complex, will develop three and one half acres to construct a multi-use academic-gymnasium building and an outdoor athletic facility. The design uses the features of the site to provide an improved "gateway" or entry to the downtown area through landscaping and low-profile building plan which highlight the historic Abbey and School buildings on High Street.

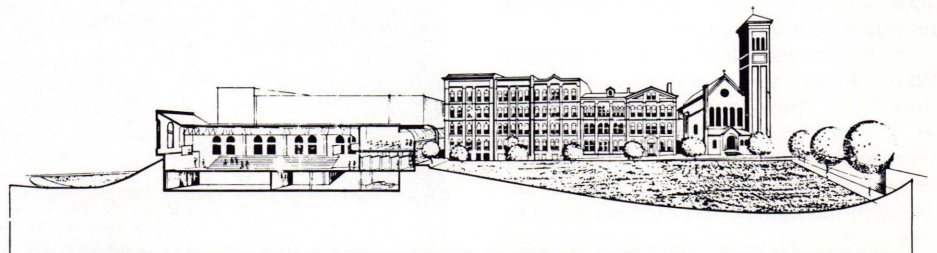


Fig. 12

**Church Street Redevelopment,
Phase I; New Brunswick**
Gatarz-Venezia Associates (Fig. 13, 14)

The project will involve the redevelopment of an entire City block, totalling 2.01 acres, which will result in the construction of 89,000 square feet of new retail and office space, and 58,910 square feet of rehabilitated retail and office space.

The proposed Project Design Concept is to provide a special Central Business District space not presently available and to attract major retail establishments to New Brunswick. The objective is to construct a variety of shops, stores and office elements that, with progressive management, special events and public amenities, will identify the City as a truly revitalized 24 hour urban center. On the lower Church Street block bounded by George, Albany, Neilson and Church Streets, the existing central core structures would be demolished and new infill two-story retail/office space would be constructed along with major rehabilitation of the remaining structures. An east/west center block promenade is proposed from Neilson to George Street with pedestrian scale features and open plazas for special events. The promenade would lead from the expanded Joyce Kilmer Park to a new project park opposite the Hyatt Regency Hotel entrance. Due to the existing grades, a variety of access levels can be provided from the promenade and the adjacent streets. It is anticipated that the design will provide a special retail space with a variety of quality shops and stores similar to urban retail centers developed in Boston, Baltimore and San Francisco.

Ferren Deck Expansion; New Brunswick

Gatarz-Venezia Associates (Fig. 15)

The Ferren Deck Expansion project consists of adding two additional levels to the existing deck as well as three parking levels. It includes 800 parking spaces above grade and 39,000 square feet of commercial storage space on-grade primarily oriented towards retail shops and stores on French Street.

New City Center; New Brunswick
Rothe-Johnson Associates (Fig. 16)

The triangular site gives the development its major form. A 10 story, three sided office tower has been diagonally truncated to open the corner of George and Albany Streets and create a fourth side to the tower. This special fourth side serves as the development's focal point.

The two facades that parallel George and Albany Streets reinforce the city's existing street lines. These facades are also recessed at the ground level to provide a pedestrian arcade. The arcade is continued along Albany Street to link the Amtrak station with the center. The building program calls for 250,000 S.F. of office space, 17,000 S.F. of retail space and parking facilities for 750 vehicles.

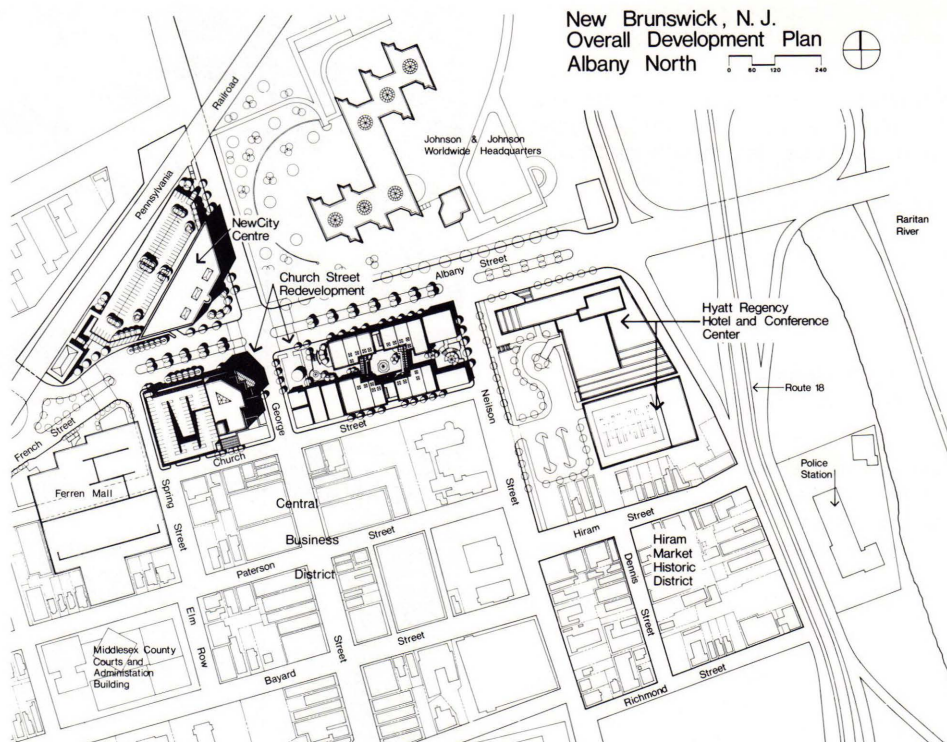


Fig. 13



Fig. 14



Fig. 16



Fig. 15

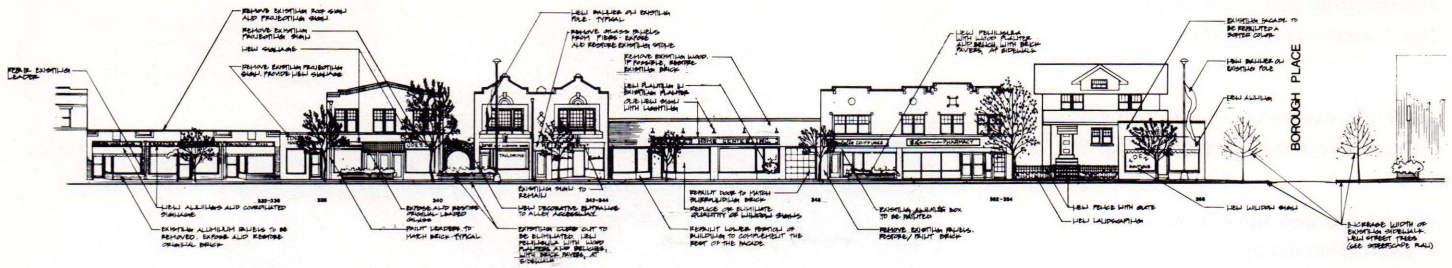


Fig. 17

Street Improvements

Dennis A. Mylan, AIA (Fig. 17, 18, 19)

Fig. 17 Broad Street, Leonia, Streetscape study.

Fig. 18 Bloomfield Avenue, Montclair, facade studies.

Fig. 19 Bloomfield Avenue, Verona, streetscape studies.

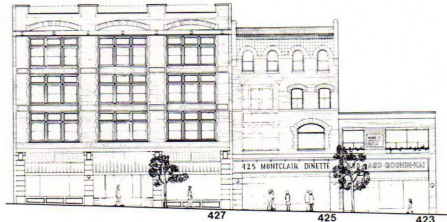


Fig. 18

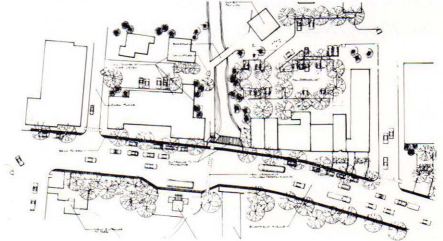


Fig. 19

'Main Street' Improvements; Burlington

Short and Ford, Architects (Fig. 20, 21).

In early 1983, the architects were retained by the city's Historic Commission to provide consulting services on the rehabilitation and restoration of the 18th, 19th, and 20th century storefront facades.

For several buildings, the architects prepared schematic storefront designs based on historical photographs, physical evidence remaining from a previous appearance, or existing conditions. Two design options, for example, were prepared for the late 19th-century Lippincott Hardware building; one was based upon working with the elements of its existing Art Moderne facade, the other was an accurate restoration of its turn-of-the-century appearance based on historic photographs. The latter design approach was chosen by the owner, and the project is currently under construction.

The Edmar Building, a non-historic commercial structure in the district, was given a new exterior color scheme, sign, and coordinated awnings so that it compliments the historic buildings on the block.

The architects advised on paint removal and cleaning of masonry, cast iron, and wood; design and lettering of signs; selection of appropriate paint colors for buildings from various historical periods; awning replacement; and reconstruction of historic architectural details.

Since January 1983, nineteen buildings have been restored or rehabilitated, attracting nine new retail businesses, a restaurant, a computer school, and five service industries. The total construction cost of all projects to date is \$750,000, of which only \$15,000 are public monies.



Fig. 20



Fig. 21

CBD Revitalization; Burlington
The Tarquini Organization (Fig. 22)

CBD Improvements; Hackettstown
Johnsen/Young Partnership (Fig. 23)

Church Monroe Streets; Mount Holly
Preservation Study
Alvin H. Rothe, Architect (Fig. 24)

Franklin Centers Condos; Morristown
Nadasky/Kopelson, Architects (Fig. 25)

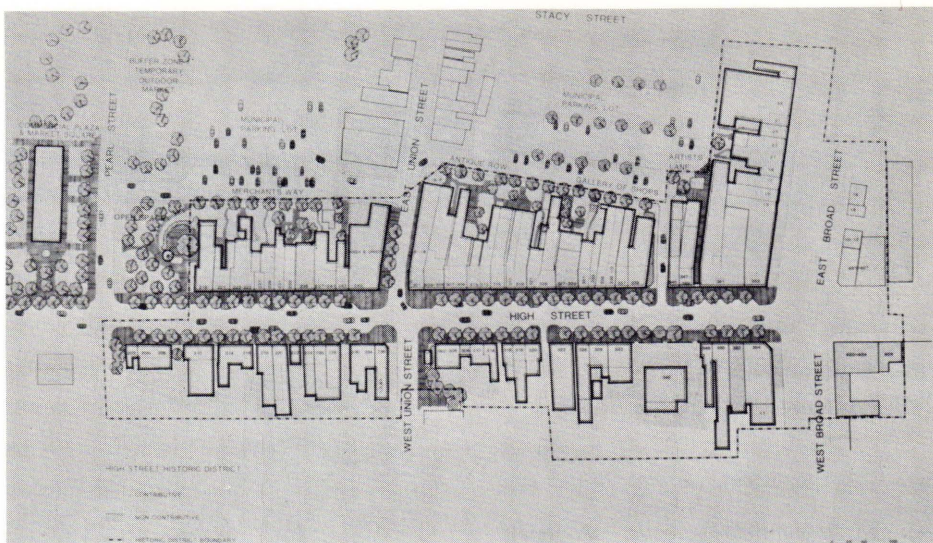


Fig. 22



Fig. 23

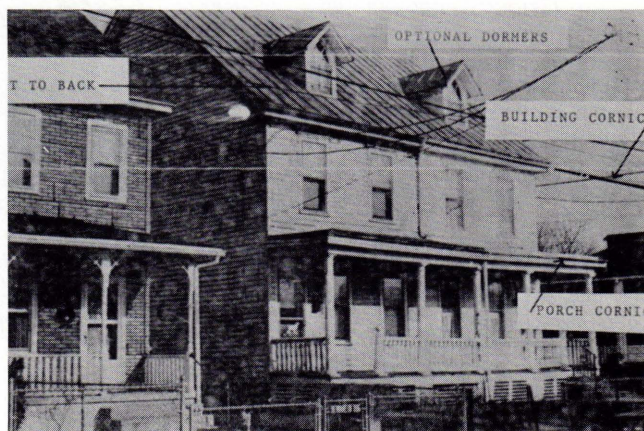
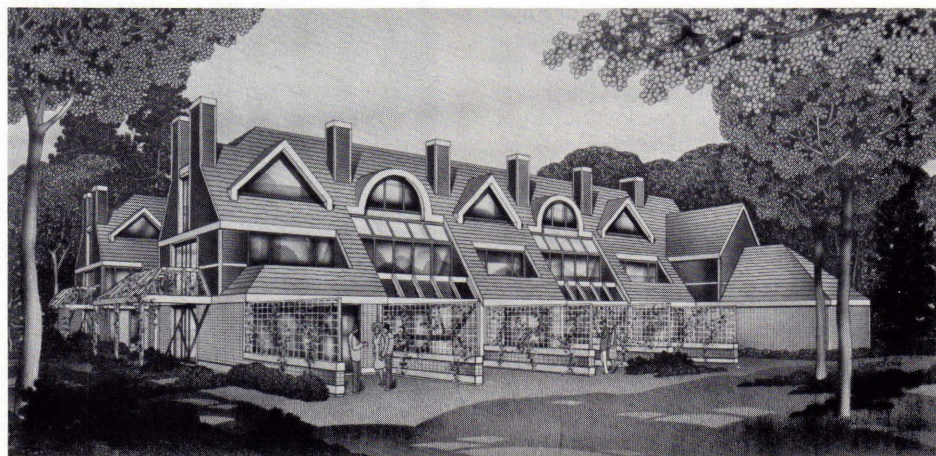


Fig. 24

Fig. 25



Urban prospects

Cities are born and grow from ideas. The planning and design of cities is nurtured by the participation of many citizens. The many diverse viewpoints give cities their vitality; the many converging areas of expertise give cities their strong sense of purpose. Urban planning is by nature multidisciplinary, involving planners, economists, sociologists, governmental officials,

private developers, and many others.

We have asked eight individuals with various backgrounds in urban affairs to offer their thoughts on the prospects for our cities. Their comments are timely and provocative. Collectively, they present a comprehensive look at the urban scene.

We present you with these thoughts:

Thomas H. Kean,
Governor;
State of New Jersey



One of my chief goals as Governor is to make our cities better, safer, and cleaner places to live and work. I do not have to stress the importance of our cities to the health of our State. In this, the age of information and high technology, New Jersey's cities remain our centers of information and transportation; in the service economy they will remain our centers of humanity. Much of America is returning to its cities, and New Jersey's cities have great potential. It is our task to realize the potential in every way we can.

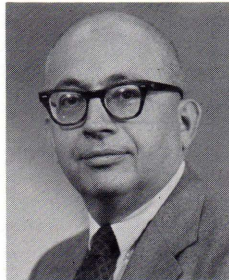
Together, with the support of concerned groups like the New Jersey Society of Architects, we are proceeding to foster downtown redevelopment centers around New Jersey's transportation networks. In the process, we can provide jobs for local residents in the re-building of their own urban communities. It is thanks to efforts like yours that our cities are being helped to grow and prosper.

We in State government have undertaken a number of programs which are specifically designed to spur development in inner city areas. Our Department of Education has initiated a program to deal with the special problems of urban schools. We have received funding to strengthen urban police and fire fighting forces. And I have proposed the creation of an Urban Development Corporation, made up of both public and private members, which would aim a forceful, comprehensive urban development strategy targeted to each city's individual needs.

But these efforts will be effective only through the joint cooperation of all concerned New Jerseyans. If we work together — work to build, rebuild, and enhance the quality of life in our cities — New Jersey as a whole will profit from that effort. Through programs like the ones I have mentioned, our cities can become the jewels in the crown of our achievements.

So let us work together. Let us work as one great community striving to improve our urban areas. Together, we can make a difference.

George Sternlieb,
Director;
Center for Urban
Policy Research



The Crisis of Clout

Of all the major states of the nation, New Jersey has the smallest large cities, and the least significant proportion of its population living within them. And these are not static phenomena, but rather increasingly accentuated. Even the largest of the State's cities, Newark, now houses less than 5 percent of the state's jobs and shelters less than one in 20 of its population. The trans-Hudson city of Manhattan shows promise of revitalizing Hoboken and Jersey City, but there is little in the way of gentrification evident in the other "big six." The median price of houses sold in Camden last year was barely \$15,000, in Newark perhaps twice that but even the latter figure is half the equivalent for the state.

Increasingly, these are cities of transfer payments, the occasional office tower largely occupied by commuters. They are not cities of production — but rather of redistribution. And this must be viewed in an era in which America is committed to going with its winners, i.e. the fostering of new areas of vitality rather than redressing the balance of the old. New Jersey's major cities therefore, with some notable exceptions, have been left to losers, to those who for a variety of reasons — race and poverty typically dominant among them, cannot afford to leave.

With the exception of monuments built as public relations gestures by insurance companies, the bulk of architectural opportunity is governmental or near governmental. And much of this is co-opted directly or indirectly as an appropriate domain for local patronage. The private sector is so weak that the only game in town is dividing up the few opportunities that are present and ensuring that a very large proportion of them benefit local people. Increasingly this is not in terms of occupancy or ultimate use — but rather in terms of flows of funds particularly during construction. Increasingly the attitude is that the city may not be much of a thing — but it's our only thing — we own it and whatever good things can be

milmed from it belong to those in possession. The fight becomes more desperate as the prizes become more few. The new towers of the private sector have as their implicit design constraint — defensibility.

Will this process be reversed? Certainly the new vigor both of the national economy and of New Jersey within it, the very rise of peripheral realty values, makes the waste of resources evident in the older cities an increasingly obvious challenge and potential opportunity. But there is little in the near to intermediate future to suggest a massive effort at rebuilding.

Robert Gutman,
Hon. A.I.A.;
Princeton University
School of
Architecture



The type of urban design work that kept architects and planners busy in New Jersey during the 1950s and 1960s has largely disappeared. This was the period when the governments of the old industrial cities were working hard to attract private capital under the urban renewal program. The economic potential projected by the various municipal schemes was not convincing to the corporate clients and real estate groups which made the investment decisions. Eventually, even the city fathers gave up the belief in their futures. The process leading toward the current despair accelerated once the federal government withdrew its subsidies for planning and design studies.

However, the situation is not equally bleak throughout the State. Urban revitalization, often incorporating projects of architectural merit, has been going ahead slowly in New Brunswick and Trenton, two cities in which there are expanding service industries. In both cities, architects and planners have received commissions over the past decade which are intended to sort out alternative paths of development. The relative strength of the economic expansion in these areas will probably

generate more opportunities for urban designers between now and the year 2000. To the degree that the high-tech service model represented by the economies of Trenton and New Brunswick can be adapted to other cities, additional improvements in the quality of New Jersey's urban environment should ensue.

This commentary is sent from London, where I am looking over the state of urban design in Britain. If it is any comfort, similar difficulties have been encountered by the urban design professions here. Much of the enthusiasm which characterized the profession and the urban scene generally two decades ago is absent now, even in London and the South where the economy is still reasonably vital. Indeed, the British look to the U.S., believing — incorrectly perhaps — that urban design is on the upswing in our country.



Alan Sagner,
*Chairman;
Port Authority of
New York/New Jersey*

Successful urban design means more than clean and aesthetically pleasing architecture. Efficient and appropriate land use, municipal needs and community impact are integral parts of any urban building project. The Port Authority is working in several areas to create projects that meet these criteria while enhancing a city's potential for economic development.

In Hoboken, we will soon begin work on a \$500 million-plus waterfront redevelopment project. This mixed-use development will be a partnership between the public and private sectors. But our commitment includes direct involvement in the creation of a master plan for the project, which will turn several underutilized piers and an old ferry terminal into a development that may include housing, office space, retail, conference and hotel space, a marina and public open space in a balanced mix. In doing so, we find an appropriate modern use for this previously underutilized waterfront land and encourage needed economic development in Hoboken.

Working closely with the Newark Economic Development Corporation, we are planning the Newark Legal and Communications Center, a \$40 million project designed to attract major New Jersey firms back to Newark and to offer them an innovative package of common legal and communications services. The center will be built in a downtown Newark, near Penn Station, on a site that can also accommodate a conference center, hotel and other office buildings. We hope that this project will serve as an anchor for further

development in downtown Newark.

In Elizabeth, we are moving forward with the Elizabeth Industrial Park. Development of the park was interrupted in 1981, when waste oil containing polychlorinated biphenyls (PCB's) was discovered at the former landfill site to be used for the park. We have spent \$7 million to develop mitigation systems that will permit us to reclaim the site and to go ahead with its development. Work on paving and utilities will begin this fall, after regulatory approvals in New Jersey. We are particularly pleased that this project is back on track. It has reclaimed a damaged piece of land and will make it productive and valuable to the city of Elizabeth.

These are only a few of the exciting projects which the Port Authority is working on to stimulate regional economic growth. They are based on close working relationship between the Port Authority and the municipalities involved and recognize the need for thoughtful and imaginative approaches to the needs of urban centers.



John A. Lynch,
*Mayor;
City of
New Brunswick*

There are many urban success stories in New Jersey. I believe New Brunswick is clearly one of the more successful cities in our State undergoing revitalization. Our successful revitalization program is a result of community spirit, community participation, community frustration, and community involvement in the planning as well as in the rewards. While the rebuilding of our City is exciting, revitalization cannot be merely brick and mortar.

A successful revitalization has to be more than new buildings. There are several lessons which we would like to share with others about our experience.

There must be firm and decisive leadership in City Hall and in the private sector. Someone must be the leader — the catalyst. There must be a public/private partnership to address the difficult tasks of urban revitalization. Neither the public nor private sector alone has the resources to attack the problems of urban blight; however, a committed public/private partnership can begin to successfully meet the challenge of Urban America.

Revitalization programs must cut across the status quo and purely parochial points of view. Coordination and cooperation are essential.

We begin with the premise, never ask "why we can't", instead, ask "how we will". There are some basic principles which we follow:

- (1) Bring all essential parties to the table. Establish and agree upon common and attainable goals. And then, commit yourself to "whatever it takes".
- (2) Create a believable image of a city that works. Hire the best professional people available.
- (3) Create a workable plan, but be flexible. Then, make certain development follows closely. In other words, create and maintain momentum.
- (4) Recognize the inseparability of social, economic, and physical planning and development.
- (5) Use every development as a building block. Maintain a singlemindedness of purpose.
- (6) Plan as large a scale revitalization program as your resources will allow. Isolated projects lose their impact.
- (7) Keep going. Don't allow adversity or disappointment to dissuade you. Never concede that the revitalization process has a finite dimension. After all, things can always be better than they are.

Things are better in New Brunswick. There is a continuous excitement in the air. People have been captured by the program. Our neighborhoods and parks are cleaner. People are returning to our City to live, work, and shop. We sense the increased optimism of our people. We are no longer a "dead end street" but rather "a City on the move"! Our future is brighter than our past.

Has it all been worth it? Of course it has. None of us who are involved would have it any other way. And neither would the people of our City.

Can it work for others, too? Of course it can. With some determination, with some leadership, with some luck, with some hard work and the support of your citizens.



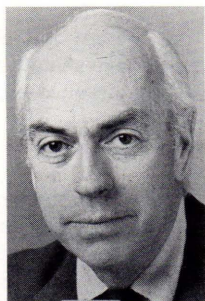
Arthur Imperatore,
Developer

The proposed creation of new and vital cities on derelict waterfronts captures the imagination. The public is excited by the prospect that these properties, with their spectacular views and access to major cities, will be reclaimed. What the public should also know, however, is that waterfront development is difficult, demanding innovative, long-term planning and the cooperation of the public sector.

Waterfront development can be a nightmare of constraints. Too often prospective developers discover existing infrastructure to be useless, present structures the debris of an industrial past,

transportation links to tantalizing nearby cities non-existent, and water barriers substantial. The lack of buildable space and burdensome regulatory restraints further complicates the process.

Development that harmonizes with the waterfront environment and invites community is a necessity. And because even temporary dependence on automobiles can choke development, mass transit is a must. Full partnership with the public sector is required both for regulatory and financial reasons.



James J. Hughes,
Executive Director;
N.J. Economic
Development
Authority

For 10 years now, the New Jersey Economic Development Authority has been helping to rebuild and strengthen the economic base of New Jersey's urban areas. The results of its efforts are visible in many cities. These results take the form of refurbished storefronts in downtown commercial districts, modernized manufacturing plants, and new industrial complexes that have replaced abandoned buildings and debris-filled urban renewal sites.

As the Authority has sought to carry out its mandate of creating jobs and tax rates, it has found that neither the needs of the business community nor the resources of the cities are uniform. Consequently, they all demand flexible programs that can be structured to accommodate their particular circumstances. As the needs emerged, the Authority established new economic development tools. These can be used singly, packaged together and often, in combination with other government assistance programs. The Authority also continually explores new and better ways to support business expansion in urban centers as well as other regions of the state.

It is this program flexibility that is helping the Authority to have the impact on urban redevelopment. Let me give you an example. Northern Feather, Inc., a Danish manufacturer of bedding products, recently elected to purchase a site in the Authority's New Point Industrial Center in Elizabeth for construction of its U.S. corporate headquarters and a manufacturing plant while also opening a manufacturing facility on the West Coast.

In addition to a reasonable purchase price for the land, the company is realizing other significant cost savings through its decision to expand in New Jersey. Construction of its new facility was completed

with low-cost financing arranged through a \$3 million tax-exempt Industrial Development Bond issued by the Authority and with a \$1.3 million Urban Development Action Grant from the city. In addition, newly-constructed buildings in the industrial center qualify for tax abatement for 15 years. On the other side of the ledger, the city is now realizing revenues from what was a vacant urban renewal site for 10 years. And local residents, particularly minorities, have new opportunities for gainful employment. The center, by the way, has been completely sold out to private business enterprises, all of which are helping to strengthen the local economy.

The Authority also operates a direct loan program for working capital and fixed-asset purposes and can arrange financial and consulting assistance for manufacturing firms suffering from foreign competition. Additionally, it administers a federally guaranteed, fixed-asset loan program for small, healthy businesses.

Authority staff from these various program areas work together to arrange an assistance program that is tailored to the needs of the particular business. If one program does not apply, the company will be referred to one of the other programs.

The Authority also often receives referrals from the N.J. Department of Commerce and Economic Development and local and county economic development offices throughout the state. In addition, Authority assistance is often coupled with an Urban Development Action Grant or a direct loan or loan guarantee from a city or county agency.

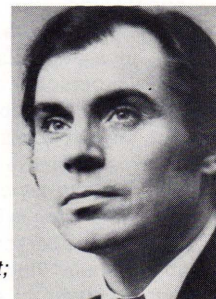
From the Authority's perspective, these factors — growing program opportunities, the flexibility to structure business development incentives, and cooperation among governmental agencies — have helped produce tangible improvements in our cities; improvements that can be measured by new tax rates and employment opportunities. Less tangible but equally important is the sense of confidence that is growing with regards to the future of the improved areas. It is this confidence that is sparking further business investment and growth.

Now there are new programs coming on line that should further enhance the ability of local officials to create an attractive climate for urban business investment. The new urban enterprise zone (UEZ) program is getting started in Newark and Camden. As well as the UEZ program benefits, businesses moving into these zones can take advantage of the Authority's various programs.

In addition, a \$15 million appropriations bill has been introduced in the State Legislature to fund the Local Development Financing Fund. This new capital resource will make available low-interest, long-term financing for businesses in urban aid communities. The Authority expects to process loan applications for this fixed-asset program.

These new measures will further

strengthen the Authority's efforts to stimulate business expansion and growth in the cities. It is through this kind of comprehensive, coordinated approach that urban economic recovery is becoming a reality.



D. Kenneth Patton,
Senior Vice President;
Helmsley-Spear Inc.

A dramatic change has taken place in our intellectual focus on central locations since the urban crisis came into fashion roughly twenty years ago. At the outset, these places were perceived as containers of social services, i.e., welfare, low-rent housing, health care, manpower training. Gradually we recalled their traditional role as natural centers of human opportunity. Soon, the obvious took hold and we applied intrinsic advantages with programs in economic development, UDAG and other job creating efforts.

During the 1970's, collateral technical advantages of urban centers grew in our minds. They were energy efficient; they used infrastructure better and they preserved open land. Interestingly, these objective virtues slowly gave a new respectability to locations which were once outcast entities. Subjectively, places which were once misbegotten, belonged.

The present and the foreseeable future promise increasing identification of urban centers as winners. Downtowns have again become the focus of enjoyment. Role models abound for success as multi-use centers of recreational, cultural and commercial life. New developments and large scale restorations from Boston to Seattle prove that the central place can entertain us as well as work for us.

My own practice reflects confidence in these possibilities. As developer of the Great Falls Historic District in Paterson, I see dramatic possibilities for a successful mixed use development in this industrial enclave originally created by Alexander Hamilton. At Windsor Center on Princeton-Hightstown Road in East Windsor, my partners, The Bowers Corporation and I see the need to create a multi-use activity center in this one million square foot office development. We will, in effect, make an urban center on open land. This will contrast with past practices in the area which would produce essentially a suburban-type commercial sub-division. Imitation being the sincerest form of flattery, we are flattering our ancestors who knew instinctively the virtue of a town center.

"Urban Design, the State of Our Art"

by Jules Gregory, FAIA

The Situation

All artists are motivated by the deep-seated urge to enlighten, intensify the awareness of, and improve their society. These motivations are most acute among architects because their thoughts and efforts have a tangible, physical bearing on the quality of urban life.

We have a simplistic sense that a work of art must be the product of a personal genius — which obviously can't be when we think of a theatre company, a symphony orchestra or a big band.

The city is man's greatest work of art and urban design his most expressive medium. It's processes ultimately involve everyone and they all share in the art of its creation.

Our profession is becoming polarized. On one hand we have the stylists — the personal geniuses — those that sociologist Robert Gutman calls "the apocalyptic architects". They are cynical about architecture's capacity to benefit the quality of city life while seeking formalistic metaphor and analogy. They attach affection to the drawing itself and have little interest in processes of putting a building together. On the other hand, the urban designer has faith in the citizen participation process, is anxious to share in the creative process and realizes that through awareness and sensitivity to society's needs he will best fulfill his creative urges.

We all began by being taught as stylists when we were students. After all, the teaching of architecture hasn't changed much in the last 100 years. Now it's time to get out in the streets and find out what the people are really thinking and discover their urgent needs. This, after all, will give us the greatest satisfaction in our work.

The Issues of Urban Design

Urban design is that art which deals with the form and quality of the public environment. It ultimately involves everyone and it is constantly changing. It is design from the outside in, rather than the conventional design from the inside out.

It is design for the person in the street — the citizen — as well as the person in the building — the user. While the design of a specific building (some call it "property line architecture") responds to the wishes of a particular client, urban design responds to a widely varying set of public and private priorities. Urban design is not simply large-scale architecture — it speaks to all scales and activities. It is an outline for development rather than a blueprint for construction.

It is the only art in which every citizen takes part. Some changes are big — buildings that take several city blocks — and some are very small — like painting a front porch. Many changes are not physical at all — changes in finance or economy, shifts in social perceptions, changes in power and political structures, in movement and circulation and changes in the environment — air, water, vegetation, climate.

Urban design deals with process, participation and context.

Needs and Opportunities in New Jersey

New Jersey is the most densely populated state in the union — some call it the most urbanized. As such, there exist urgent problems to be solved and magnificent opportunities to be captured.

Our older cities — some of the most desperate in the nation — Newark, Camden, Jersey City, Trenton — have never totally

recovered from the riots of the 60's. The litany of their problems is familiar — the loss of industrial and economic base, the move to the suburbs and abandonment of the core, the deterioration of the housing stock and infrastructure, the growing feeling of frustration and hopelessness.

In contrast, great opportunities are surfacing in the areas of new growth — the huge residential and commercial developments of the Hudson riverfront, the industrial headquarters developments in Bedminster and Piscataway, the new communities on the shore in Ocean County. Throughout the state there are hundreds of towns, large and small, that are in varying states of fluctuation.

In comparison to the rest of the country, we are packed together. Our communities have sensitive and delicate effects on one another. The issues of urban design are powerful in New Jersey. We can begin at home.

Process

The process of affecting urban design is that framework that distinguishes it from all other arts and it has its fundamental base in open participation. It is based on a series of cumulative phases that are reinforced from one to another by feedback — the evaluation, confirmation or change of previous decisions. Each situation will have its own structure but there are certain denominators that are common to all: identifying perceptions and aspirations in workshops and public meetings, gathering of the hard data, analysis and synthesis, development of programs, forming concepts and options and reducing them to firm proposals consisting of action plans, costs, mechanisms and phasing and finally the implementation of these plans.

Laced among the phases are further critical elements to the process. The urban design team must be interdisciplinary and made up of people accustomed to collaboration and with capacities for skilled leadership. There must be a broad-based steering committee that represents most, if not all, elements of the community and it must be responsible — accountable. There must be a creative, open and productive environment. The goals that are established must be achievable.

The process most often creates an atmosphere of intense excitement. People come to life when they realize that their deep-seated thoughts can play a critical role in the community's future. It is wonderful to watch one idea reinforce another, see how new concepts take root and see the development for a mounting consensus.

Citizen Participation

It is our conviction that all of the people in the community should have a say in the programming and design of facilities that affect their well being. It's not the easiest way to go, but it's the one that works. While we've long believed this on a theoretical basis, some developers of substance have come to believe it on an empirical basis — it's the only way to get things done. It builds in consensus from the beginning and avoids disappointments and frustration later when the work is done.

City planning, as we knew it in the past, dealt, in a large measure, with monumentality. It was a formal, ivory tower, top-down procedure that emerged only through the power structure. Robert Moses had his big projects designed first and told the people about them when the contracts were let. By contrast, the dynamics of participation in urban design, where the people set



the theory and program, take part in the actual physical development and share the satisfaction of accomplishment, is real and gratifying.

Controversy

We have a natural fear of the controversy that is inevitable in exposure to the public. Those among us who haven't been the target of darts in public meetings haven't yet earned their spurs. But we have learned that this same controversy is an essential element in the urban design process.

It can bring people together — often those who have never talked to each other before. It's a way to search for common ground and ways to get things done. Understanding of the usefulness of controversy symbolizes the looseness and risk taking nature of the urban design process that would be impossible in the framework of conventional planning. Controversy will always be there — without it there probably wouldn't be any issues. It is the tooth and texture of the process.

Here are some of the roots of controversy:

- Actors in the community mistrust each other. Disputes between elements have come down through history (the Hatfields and McCoys).

- The people mistrust the team. Its members come from outside where things are different. They represent the establishment and don't understand the language.

- Planning departments fear revelation of their weaknesses. Developers fear cumbersome and expensive restrictions. Preservationists fear being run over. Politicians suspect those who want to change their way of doing things.

Controversy is important because it can raise issues that can be discussed openly and toughly, bringing them into sharp focus for all to see. All are there to seek a basis for consensus, collaboration and positive, joint action.

Context

Every piece of urban design, be it large or small, has to consider the relationship of the project to the existing urban fabric. We rejoice that the days are long gone when highway engineers relentlessly sliced through neighborhoods. We are more interested in design that reinforce the context of the city than the design of megastructures that contradict it.

The context of the city or neighborhood appears in many ways. The social patterns center around the way people live in our city — the structure of minority and ethnic groups, the framework of neighborhoods — their sense of identity, movements, habits, life styles.

The physical patterns will vary from one part of town to another. They involve topography, movement, rhythms, textures, colors, heights, densities and open space.

The context includes also land use and zoning, traffic and parking, economics, environment and the political process.

We don't have to search the corners of our minds to think of buildings not designed to fit the context of the city.

A Case in Point

Decatur, Georgia is a small town that is a part of the greater Atlanta metropolis. It contains 7,500 households, provides 10,000 jobs and covers an area of four square miles some six miles east of the center of Atlanta. In the heart of downtown there is a Marta station — Atlanta's marvelous new rapid transit system. It is the seat of DeKalb County and boasts a beautiful old courthouse at the core of the town center. Our office was a part of a team that developed new plans, policies and proposals for the Decatur town center. The team was made up of architects and urban designers, firms that specialized in economics and traffic design and a

developer. We were selected after rejection by the community and its town council of the proposals of a large developer for a series of substantial buildings that were felt to be inappropriate and insensitive to the quality of Decatur's downtown.

Our way of working in Decatur utilized these processes; the involvement of the citizens and the considerations of local context discussed here, and we feel that the success in Decatur illustrates the validity of these perceptions. The critical issues were the maintenance of the quality and scale of the small town downtown in the face of inevitable development, an expression of the long history of the city (it was incorporated before Atlanta) in its physical plan. The resolution of complex traffic and parking problems, together with definition of the edges and entrances to downtown, setting the stage for new housing and finally, development of an image — an identity of downtown for both the resident and the visitor.

The work consisted of six phases: the gathering of the perceptions of the citizenry and the hard data, the synthesis of the program of what was to be done, the designing of concepts and the viable options, the selection of preferable alternates, its development and final implementation. We met about once a month for each phase. We worked in a very open atmosphere with three groups: the citizens at large, a steering committee that represented all neighborhoods and activities of the community and the Mayor and Council. We saw ourselves as the professional and technical arm to carry out the aspirations of these local people. There was a high level of intensity and excitement throughout the process.

The results were gratifying to all who had participated. The plans, policies and proposals were approved by City Council. Following one recommendation, a Downtown Development Authority was formed, and it, in turn, approved what had been done. The developer on our team had us design and secured the financing and approval for phase 1, a new office structure at the main intersection in town. The building has been topped out, will be completed this fall and has been half leased. Planning for phase 2 has begun.

But even more important, there is a new spirit in Decatur. There is a satisfaction that the new town center will grow to be what the citizens envision it should be and there is a new sense of pride in the community.

Urban Design is Architecture

The city is in continual, restless evolution from its past to its future. At any given moment, policies that will shape its future are in its hands.

A new spirit of optimism and leadership will carry the community forward to new horizons.

Our esteemed colleague, David Lewis of Pittsburgh has summed this all up beautifully:

"The most important of the images of urban design are not those three dimensioned depictions of proposals and projects — critical though they are as exhibits of detailed focus and attention.

The most important of all is the image of process and enfranchisement, those powerful undercurrents of policy and dedication by the citizens that will be responsible for the delivery of consensus and implementation.

These are the raw power of urban evolution."

Jules Gregory, FAIA, was the 1983 recipient of the AIA's Kemper Award for "helping communities across the land redefine and reshape themselves within the context of their own unique and precious values". He is currently involved with urban design projects in Decatur, Georgia, in Denver, Colorado, and in Allentown, Pennsylvania.



Conversation With A Client

In considering the design of cities we must deal with a great myriad of issues; most important of which is the people of the neighborhoods within which we work and the sensitivity of our design to those people. During the Sixties and Seventies a group of daring urban entrepreneurs formed the Raritan Valley Community Development Foundation to work with the people and with the neighborhoods.

This interview took place between ARCHITECTURE NEW JERSEY representative Guy Geier and Marshall Stalley, who was, with Ray Heinrich, AIA, a charter member of the Foundation. We thank Mr. Stalley for his interest and time, and hope that some of his insights encourage and inspire us in our work with New Jersey's cities.

ANJ: As a brief background for our readers, please give us a history of your group.

MS: It was in the early 60's that a number of us met, including people from some of the churches and religious organizations to see what they might do to advance the cause of housing of low and middle income. Not trying to compete, obviously, with the commercial market, but doing what we could to bring good quality housing available to people who otherwise couldn't afford it. We formed what was known as the Raritan Valley Community



Before



After



Development Foundation incorporated in the State and in the process were able to rehabilitate 30 units in New Brunswick, 215 units in South Brunswick and 15 more units in East Brunswick.

ANJ: Is the Foundation still in existence?

MS: It's now called the Brunswick & Raritan Corporation. When we were a Foundation people thought we had money, which we didn't.

ANJ: Would you review your involvement in relationship to the Foundation and your function and responsibilities in regards to the project.

MS: We decided to follow it through at all stages, from site selection to acquisition, selection of the planner and architect, the arrangement for financing, construction and sales. One of the things we were interested in was to discover whether in the city of New Brunswick, in the 60's it would be possible to find an empty building, nearing decay in a high crime area and rehabilitate it. So we went to the State of New Jersey and, unlike during the 80's, there were some funds available for a demonstration project. Most of the people we talked to said that in that particular area no one will want to move in, but we took the position that since we were a non-profit organization, we wanted to demonstrate the feasibility or the lack of feasibility of good quality housing in an area which was regarded as a "problem area". So we walked around the town and we saw a red brick building that was an abandoned factory and was tax delinquent and was in an area that had a bad reputation in the minds of some people. We engaged the part-time services of a planner and we engaged the services of Ray Heinrich as our architect.

ANJ: How did you first become acquainted with Ray's work and his firm?

MS: Ray and I were involved in the creation of the non-profit corporation and Ray served as the first president of the corporation.

ANJ: Ray's firm seems to be involved in a lot of public advocacy work still and I'm wondering how that fits in.

MS: We were looking for someone who's competent in his profession, and having worked with architects mostly in Pittsburgh where I was heavily involved in the renaissance program after WWII, I had some experience. Ray seemed to combine knowledge and skill with the logistics and the details and the engineering as well as being concerned about the social purpose of the project. I think he combines this in a very unusual way; the person who has the sensitivity as well as all of the professional background. I think that he was interested in the history of that area, what the building was used for in the past, its present condition, its potential at the present time and what might happen in the future. Some architects are thinking primarily of the built environment. Ray was thinking of how to relate the building to the natural environment, concerned about the architecture, the site plan as well as the structure itself. He was thinking in terms of the natural environment, the built environment and the social environment, what kind of life the people would have and the effect that the

building would have on their life. These were some of the factors that made us decide to hire Ray.

ANJ: In regards to the social side of it, how was the community brought in by Ray and the Foundation from the start?

MS: One of the things that we decided from the very beginning, was to share all information that we had with whoever was interested and also take initiative in letting people know what we hoped we could do. For example, when we looked at the building, it had been empty for years. It had a lot of old tables, chairs, some machines, equipment, a broken typewriter, bedspring, etc., which in looking it over appeared to me to be junk. So we wrote out a little flyer and carried it around to all of the people in the neighborhood and invited people to come in for tea and cookies. We asked them to take whatever they were interested in. The other alternative might have been to board the place up until we were ready to build. Instead of a rip-off that we didn't want, we had a planned rip-off. They emptied the place, literally, by the time the party was over. Most of the people were living in the neighborhood and as they came in we told them who we were and what we were trying to do. We were interested in taking this old building and converting it into housing for people. So they knew almost as much as we knew. We said we had no assurance that we were going to do it, but we were going to try. So we had, from the very beginning, knowledge and participation on the part of the neighborhood which we thought was very useful and very important.

ANJ: Did the neighborhood participate in the design process at all?

MS: Ray showed the plans to some neighborhood groups as they were evolving, so there was some participation.

ANJ: What was Ray's involvement with the project during construction?

MS: There was a very real involvement. He got his ego involved in it, without letting the ego interfere with the planning process. I mention that because it's argued that some architects are thinking in terms of their own ego, and what the project might mean to them individually or to their reputation, or psyche, or whatever. We think that Ray was concerned and interested in the needs of the people who might be living there, and was able to separate his own private needs in his own career, from the needs of the project.

ANJ: What specific kinds of contributions do you see architects being capable of making to a special project like this?

MS: I guess it's the difference between a plan an architect or designer might do and the process which goes on from inception to conclusion. Ray was willing and interested to serve in the role of processor of all the pieces and we think that is very important. He initiated and carefully carried an idea from early conception to preliminary sketches, to financial feasibility, to political verifications. He also had the capacity of accepting a project failing, which our projects have in some cases, due to factors beyond our control.

ANJ: In conclusion, is there something you can say as far as how the project has worked out since it was completed? How successful do you think the project has been?

MS: The initial problem was in housing in an area which was low-income. We had to be patient and we had to work hard and long to make the sales. A couple of them didn't sell but were rented. Now I think they're all owned. Also, the turn over has been very low. Vandalism and crime has not been a problem. The impact on that block has been favorable, which was one of the reasons we selected the site originally. The whole block is in significantly better condition than it was when we first decided to move in.

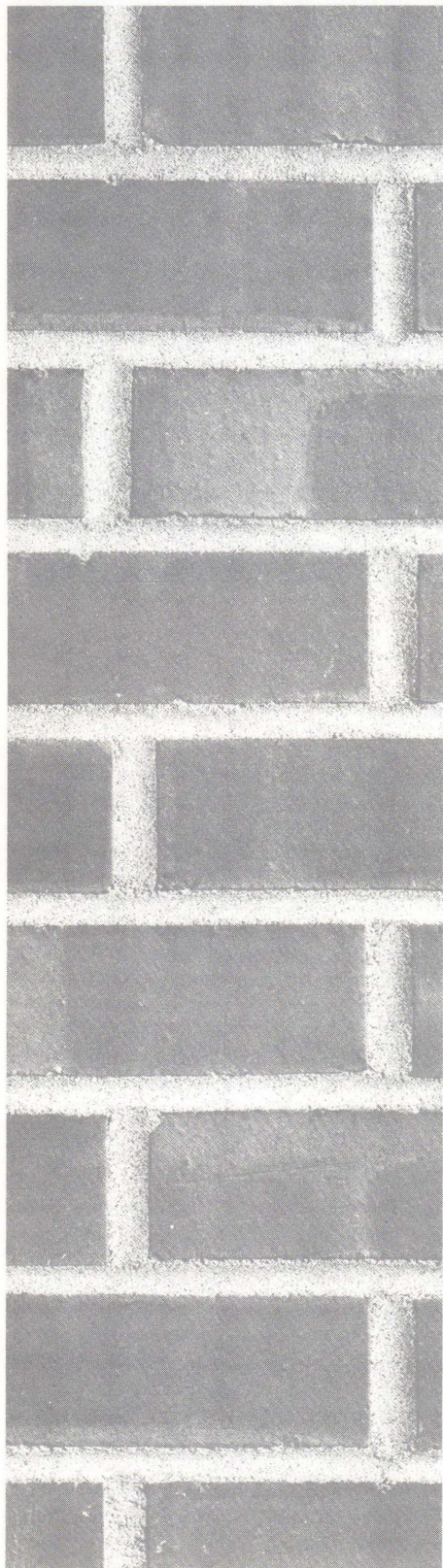
ANJ: Can you give us your general comments and what you see the future holding for this kind of project and the improvement of cities and areas such as Welton Street?

MS: Well, I think that to a certain extent, the idea of people living on a large lot in the suburbs and having a couple of cars, if there are two members of the family who are working, and having to structure all of their contacts with other people by telephone or appointment, has "shot its wad". There is something efficient, potentially if not at present, about old central cities, especially among people that represent the new demography. That is to say that



the traditional family as we all know it, the man, the woman and the two kids with one person employed is no longer part of the demography of our nation. A family consists of a woman alone, a man alone, two women, two men or a woman with a baby. These are the new kinds of situations we see. Also, on top of that is disappearance of the fear and concern that people used to have about living with people that are of different background, a different lifestyle, or different racial or religious background. I think with many younger people this has broken down to a considerable extent. Also the cost of services, the cost of energy, the cost of gasoline for automobiles, the cost of utility bills leads to an efficiency in the old central city. It seems to me the sense of community is more likely to develop in areas like this where people see each other, they can go down the street and buy a bottle of milk, a beer or a newspaper without getting in their automobile. So I think there is a real potential here. The problem is that if you're going to bring the cost of housing down for persons of middle and low income there has to be a subsidy, direct or indirect, from somebody in order to do that. Mount Laurel I and Mount Laurel II makes it perfectly clear, probably more than any State Supreme Court ruling anywhere in our fifty states. However, you have to have municipalities that are willing to accept trade-offs, such as giving a developer more density in exchange for making some land available for middle and low income. Those are some of the problems which I see. Also, I'm sorry, under the Reagan administration, the kind of subsidies that we've had in the past have seemingly dried up or have been substantially curtailed. Similarly, in state government, where we've had funds for demonstration for housing, or research for social purposes, things have also dried up. So the problem in the future will be how to do this to bring the costs down to accommodate the particular groups that need it most.

On Masonry Restoration by Michael Greenberg, AIA



When we were in grammar school we learned of the "Three R's", and everyone understood what this term meant. Today, however, when Architects, Real Estate people, and Municipalities speak of the three R's, they are speaking of Rehabilitation, Restoration, and Remodeling. Mention any of these words and the type of mental picture most often perceived is that of an old brick building with cast stone sills and lintels. This is the traditional understanding of what masonry means, but it may also include minor segments of cut stone and terra cotta. In a slightly broader sense, masonry also includes stone and brick paving, best remembered by our cobblestone streets and the Indy 500 Speedway.

This discussion will deal with restoration of facades composed mostly of brickwork and stone - the type of building facade we deal with mostly in the realm of maintaining our existing built-up environment.

Our first encounter is visual, usually from the street level. Determining the intended scope of work can be tricky, even with close up visual observations. The temptation to "poke" is very real, and if we succumb, it can lead to immediate problems. Observing a slight crack between aged mortar and brick, for example, may be followed by touching the mortar or brick. If one or the other is loose or deteriorated, out it comes. And once this happens, the casual observer has automatically and inadvertently begun the construction process. Primarily this is so because the disturbance of one segment of a wall usually has a snowballing effect on the lessening of the wall's ability to continue to separate weather from occupants. The mortar may crack; the brick may crack; or the combined mass may fall into your hands. Attempts to patch may further problems by affecting heretofore undisturbed and sound components (flashings, anchors, etc.). So the first rule to follow is the cliché "look, but don't touch". That is, until the building Owner indicates a definite intent to restore and rehabilitate the structure.

Restoration of masonry has many contingencies, the least of which is determining the actual scope of work. One of the biggest problems is Adaptive Use. It is here that we are compounding our efforts by embarking upon a restoration program, but at the same time we are also adapting the structure to meet specific needs. The melding of new materials withold, for both patch-to-match and entirely new segments, can be very time consuming. Recalling one project some years ago offers a related example, even though restoration was not the primary concern. The intent on that project was to have a new building facade resemble an existing adjacent building only 25 years older. To determine what the original brick was (all records were lost or discarded), we turned to a very knowledgeable old-time brick technical representative. Upon observation, he immediately told us who produced the brick (one of his competitors, unfortunately), and that he hadn't seen it on the market for about 8-10 years. Our solution was to accept the closest available

match. Relating this to buildings that are perhaps 60 or more years old and in the process of restoration, a common solution is to carefully dismantle portions of the original brickwork which ordinarily may have been discarded, and use these very same bricks as in fill in the restoration. Each brick is carefully removed by hand and the mortar cleaned off. Although costly, it may be less expensive than having new, custom fabricated brick made.

Another consideration, as mentioned earlier, is to what degree the brickwork restoration affects the building facade, and sometimes even the structure itself. Disturbing brickwork may weaken lintel supports over openings, for example. Or it may reveal unanticipated deterioration of the substrate to a point where extensive and costly remedial work is required. In one case recently, this is exactly what occurred. The exterior brick and mortar appeared sound, but they were in effect remaining in place solely due to the combined compression forces of their bulk. The wall was leaking badly and removal of the brick revealed severe deterioration of the wood substrate, to say nothing of the nonexistent anchors. Our opinion was that a freak wind or even a baseball thrown against the wall could have been the prelude to a catastrophic loss.

Quite often, restoration must work together with adaptive use, as mentioned earlier. And while material problems may be overcome, it is also the use factor which affects the materials. For example, if a discharge louver is placed in the facade, the porosity of the old, original surrounding brick is an important factor. If the air/discharge differential is too great and results in a vapor discharge, this may be wind driven right back across or into the surrounding brick. If the brick is too porous, as many older bricks are, it may fail after a few weather cycles. The brick may have to be sealed with one of the new clear acrylic (not silicone) sealers (which brings its own set of considerations).

Again, in adaptive use, exterior masonry walls which were performing structurally may not be capable of sustaining additional loads due to new interior modifications, or to wall modifications resulting in new openings.

These are just a few of the many considerations in restoring masonry facades. Others may extend to finding able craftsmen capable of performing the work, and further to the world of finances — is it cheaper to restore or demolish and rebuild; or, if not a landmark, should landmark status be sought; or should the building facade be donated to a public body; or will the return warrant the effort. And not last, but perhaps most important, is the ability to maintain your composure, sanity, and client when all those hidden conditions come at you bearing the smiles of the men who created them decades ago.

Mr. Greenberg is a member of the Editorial Board of ANJ and a frequent contributor to this publication.

Urban Bookshelf



"Aerial view of Roman amphitheater transformed into a marketplace, Lucca, Italy."

"The city is in itself a repository of history."
— Aldo Rossi, *The Architecture of the City*, p. 127.

The Architecture of the City, by Aldo Rossi, 201 pages, illustrated, \$30.00, IAUS, New York.

This book is recommended for anyone wishing to investigate the nature of the connection between architecture as the design of individual structures and the city as the aggregate of these structures. Aldo Rossi, known in the U.S. primarily as a practitioner and teacher of the Italian Neo-Rationalist school, and a creator of swift layered sketches of archetypal images, appears here as an important urban theorist.

Written in 1966 but translated into English only recently, *The Architecture of the City* has had much influence as a riposte to the Modern Movement's prescriptions for the city. The book's theme emphasizes the complexity of the city, and the importance of studying it over time. Rossi sees the city as a palimpsest of historical events and pressures: for him each "urban artifact" is a work of art embodying its own history. Rejecting the functionalist argument, Rossi discusses many examples of urban buildings whose forms serve different purposes as the city evolves around them. He introduces valuable vocabulary into the general discussion, developing definitions for such terms as "locus," "monument," and "permanence," and drawing distinctions between the much-abused words "type" and "model", among others.

Rossi does not condemn all urban planning by any means; he praises Pope Sixtus V's creation of a pilgrimage route through Rome as being sensitive to the topography and history of the city. He defends the much-criticized Haussmann, saying that his plan for Paris is "one of the greatest successes ever...because of its precise

reflection or the urban evolution at that moment in history." (*TAOTC*, p. 146). What Rossi opposes in this book is planning on a scale that ignores the unique historical and physical characteristics — the "collective memory" — of a given city.

The frequent illustrations, although not always directly related to the text, cover a wide range of interesting historical examples such as the various schemes for the "adaptive reuse" of the Colosseum. While it unfortunately lacks an index, this edition of the book does contain Rossi's introductions to the various translations issued at intervals of several years after the original publication. They augment and update his original arguments in a way that all readers of this thought-provoking and far from simplistic work will appreciate.

Callie Hancock

Ms. Hancock, M. Arch '81 Princeton, currently works with Robert A.M. Stern, Architects.

Cities and the Wealth of Nations — Principles of Economic Life, by Jane Jacobs, 257 pages, \$17.95. Random House, New York.

In order to more fully serve the society in which we live, architects must concentrate on a new scope of issues. Our profession's responsibility to urban life and its continuity mandates that we attempt to understand more than theory and design. This book is a prerequisite to comprehend the economic factors involved in the success or failure of our cities.

Jane Jacobs argues for her theory of import-replacing cities and uses numerous examples, both domestic and foreign, to illustrate her point. In simple terms, she sees a city's growth as dependent on its abilities to change from a specialized supplier of a single product, importing everyday commodities, to one that is able to eventually replace those imports with products made locally, thus voiding the need for the imports. This, theoretically, allows a city's economy to expand and thrive, especially when the market for the original specialty product dries up.

The book is relatively easy to understand, requiring no extensive background in economic theory. Ms. Jacobs' briefing on the history of economic theory in the early sections of the book leads the reader easily into her own expansion of those theories.

The factors that influence architecture are becoming too complicated for us to simply sit at our drafting tables and sketch. The profession must expand its understanding of the world to survive, and economics, for better or worse, will dictate more about the built environment than our pencils. *Cities and Wealth of Nations* is an excellent review of economics and its impact on our existence and should be read by anyone

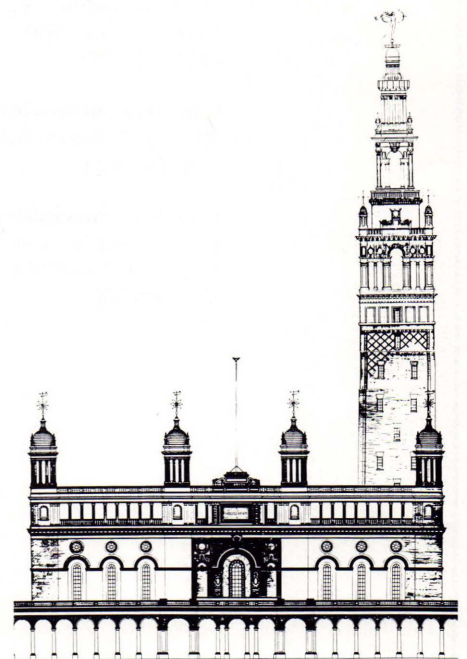
dealing with the future of our urban condition.

Gerard F.X. Geier II, AIA

New York 1900, Metropolitan Architecture and Urbanism 1890-1915, by Robert A.M. Stern, Gregory Gilmartin, and John Massengale. Rizzoli, 520 pages, 500 black & white illustrations, \$60.00.

This book documents the architectural and social scene in New York City during the period known as the American Renaissance. The plethora of historical photographs, renderings and plans practically overwhelm in their sheer density. These are by and large masonry buildings, steel framed or not, and the impact of their numbers is impressive. We see here work by the quintessential New York architects: McKim, Mead and White (below), Carrere and Hastings, Ernest Flagg, Warren and Wetmore, Cram, Ferguson and Goodhue. Also in evidence are the Chicagoans Daniel Burnham and Louis Sullivan. Although there are buildings that are less effective than others, the scale of even the tallest seems more sympathetic to people than urban building today. With its scholarly research, notes, and exposure of a wide range of architects, coupled with the sheer number of important illustrated works, this book is destined to become a standard reference for the period. We can only hope a new generation will learn from it the importance of human scale in urban design.

Philip S. Kennedy-Grant, AIA



Madison Square Garden, by McKim, Mead, and White.

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office profile

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(Left to Right) Peter G. Russo, AIA; James E. Morton, AIA; Nicholas G. Eckert, AIA; James P. Maggio, AIA.

Eckert, Morton, Russo & Maggio, Architects and Planners, was established by Mr. Nicholas Eckert in 1959 and is located on New Jersey Highway #130, South Brunswick. Oriented toward a diversified practice, this office has a comprehensive background and experience in planning, programming, building design and interiors. Project types include educational, institutional, public, medical, industrial, commercial, renovations, alterations, additions and new buildings. Projects have varied in cost

from thousands of dollars to larger single projects amounting to over twenty-one million dollars. The majority of the office's work represents repeat work from past clients.

The firm has won several design awards including New Jersey Society of Architects awards for the Heritage Bank in East Brunswick and the Middlesex County Golf Clubhouse. The Edison Municipal Building was awarded the Grant Award by the American Concrete Institute, New Jersey

Chapter and the New Jersey Ready Mixed Concrete Association as the outstanding project in New Jersey completed in 1980.

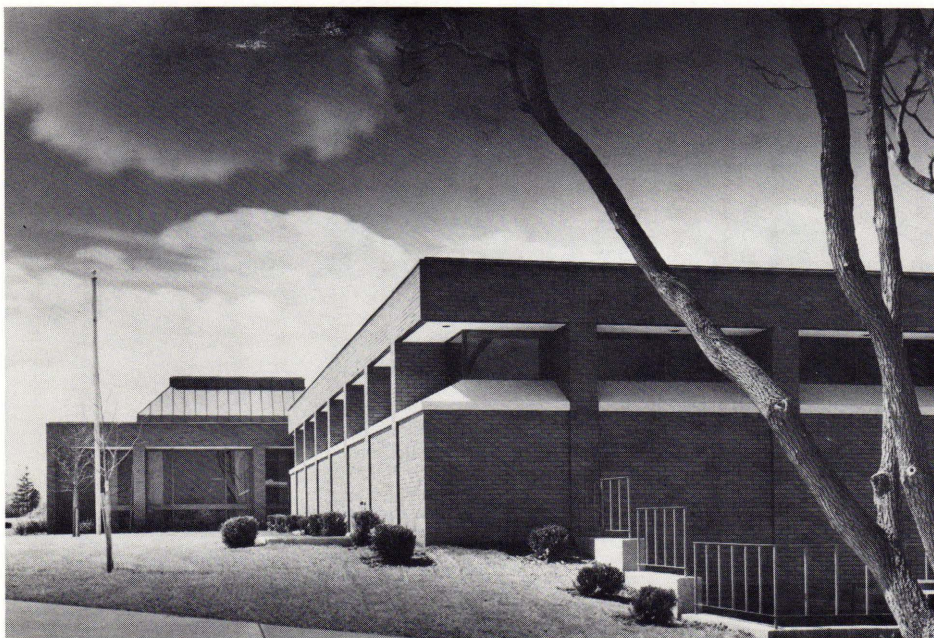
At the beginning of 1984 the firm was reorganized and is now a partnership of James E. Morton, Peter G. Russo and John P. Maggio presently employing 14 members including six Registered Architects, with Mr. Eckert being retained in a full time consulting capacity. All three partners have been involved with the development of the firm since 1966.

Buildings under construction include a New Classroom and Fine Arts Building and an extensive Renovation and Addition to the Physical Education Building at Middlesex County College.

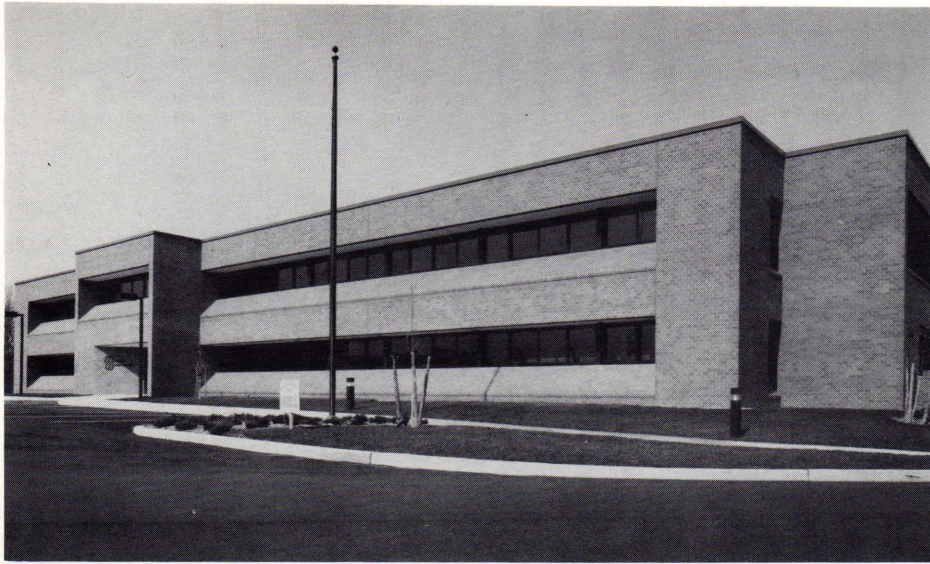
Projects in planning include additions to the Lab and Radiology Department and a new floor for surgical beds at John F. Kennedy Medical Center in Edison.

Also in planning is a new facility in leased space for the Rutgers Community Health Plan in South Brunswick.

Recently completed projects include the Corporate Headquarters for Middlesex Water Company in Woodbridge and Executive Headquarters for the Heritage Bank in Rossmoor.



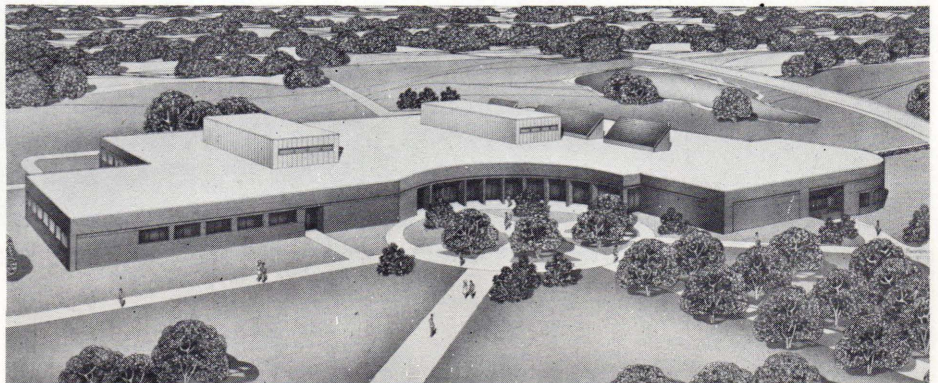
Heritage Bank and
Computer Center,
East Brunswick



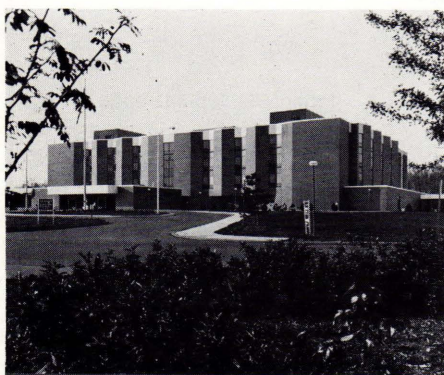
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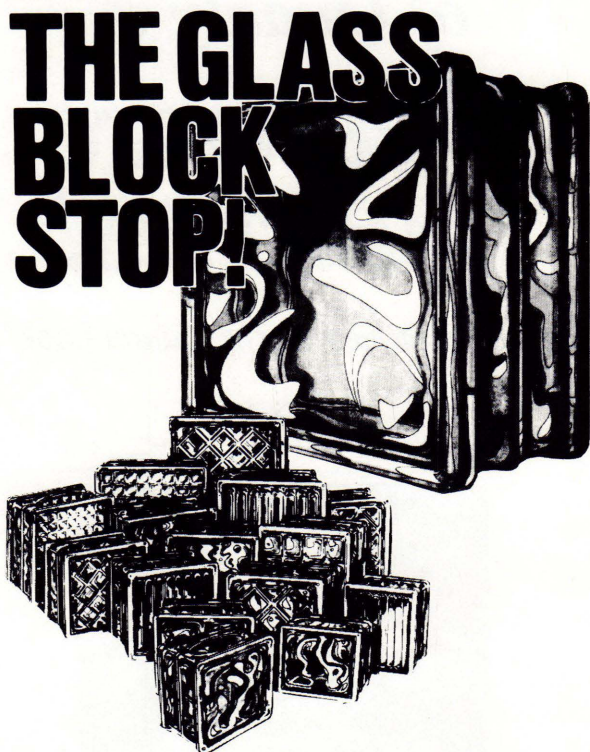
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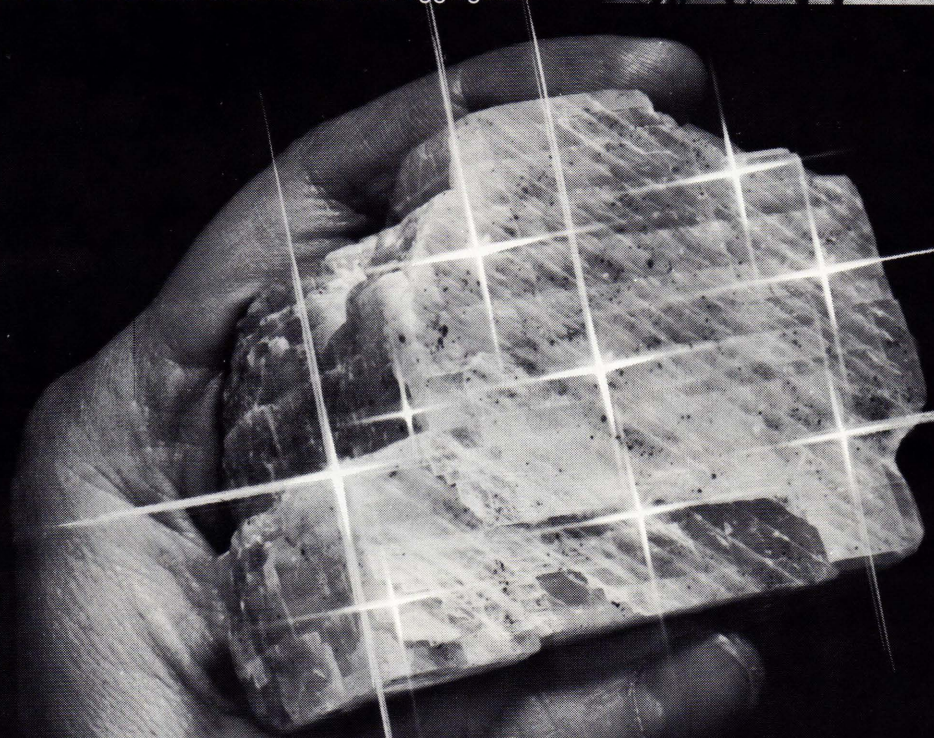
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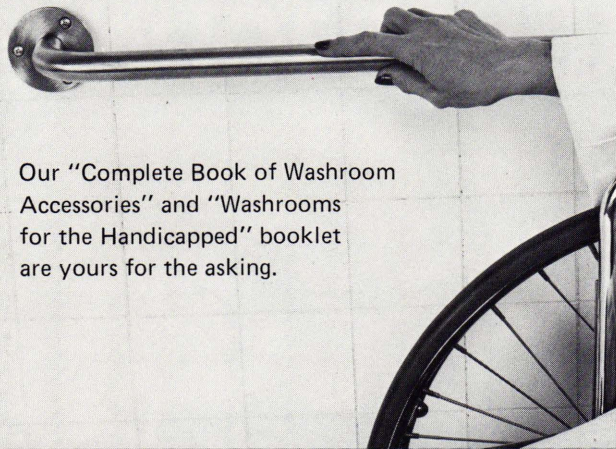


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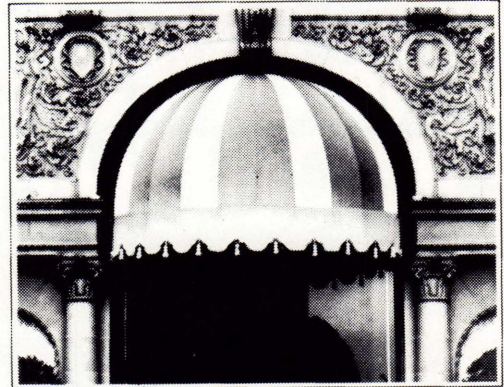


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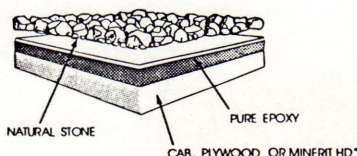
"When you look at a brick building, you know somebody was there laying everyone of those bricks by hand. You don't get that feeling from something that's cold steel and glass, and 500 feet tall."

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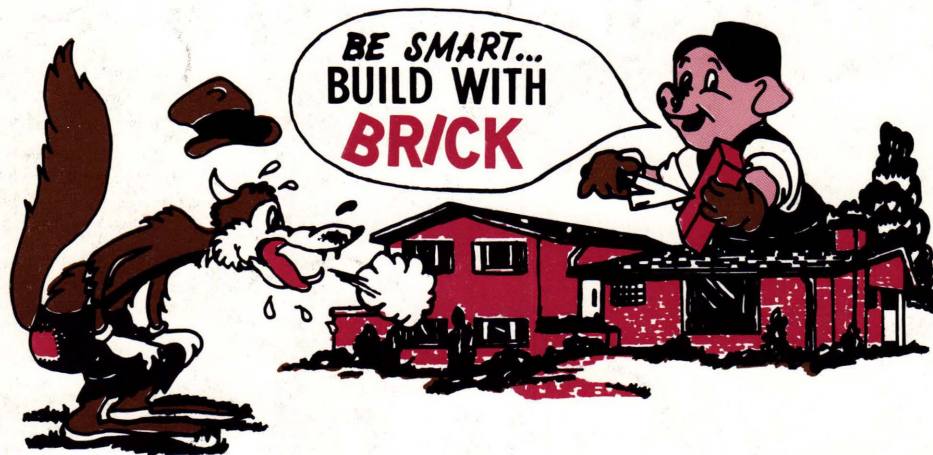
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